

Evan Marc Katz – Finding the One Online - Transcript

Volume I –

Developing a Healthy Mindset and Choosing the Proper Website

Introduction - Who I Am and Why You're Doing This

My name is Evan Marc Katz. This is Finding the One Online.

Thank you so much for joining me and allowing me to assist you in your pursuit of love.

On my website, I bill myself as your personal trainer for love. I acknowledge that this might sound a little cheesy, but I think it's actually an appropriate metaphor for what we doing together today.

Like a personal trainer, I work with clients one-on-one.

Like a personal trainer, I have a lot of hands-on experience.

Like a personal trainer, I'll point out how you may be hurting yourself.

Like a personal trainer, I'll stand over your shoulder and help you course-correct.

Like a personal trainer, I'll keep you motivated and focused.

Like a personal trainer, I'll tell you what you need to hear, not just what you want to hear.

Like a personal trainer, I'll show you better results than you've been getting yourself.

Like a personal trainer, your success is my success. Your happiness is my happiness.

After seven years of dating coaching, my job is simple: to help you achieve your relationship goals. Your job is to listen closely, take notes, and trust that I'm on your team.

Even when I say something challenging.

Even when I say something you disagree with.

Evan Marc Katz – Finding the One Online - Transcript

Even when you're wondering how my advice applies to you.

It's not that everything I say is indisputable. It's not that I'm right about everything and you're wrong if you disagree with me. It's that I have worked with thousands of men and women and everything I'm about to share with you are my **OBSERVATIONS** about what to expect. If you disagree, that's fine. Just know there's a reason that I'm saying it – because I've seen it happen over and over and over again and I want to make sure that **YOU** have a happy outcome.

Online dating can be a chore – no doubt about it. You might think I'm nuts to keep on preaching positivity. That's fair. All I know is that it's **HARD** to meet someone with or without online dating. We have our small lives: our circle of married friends, our work buddies, a few single people, and that's it. And as you get into your mid-30's, the bar scene is really old and set-ups have become a bit of a joke. While it's nice to say, "I want to meet someone organically, where our eyes meet, so I can feel chemistry", that simply doesn't happen very often. This is why I believe in online dating. Not because it's perfect - not by a long shot. But because it creates opportunity where previously there was none. My first love worked in the pharmaceutical industry and lived in a different part of town. I **NEVER** would have met her in "real life". But I did meet her on Nerve.com. My best friend in New York married a man she met on eHarmony. My sister lives with a man she met on Nerve.com. My wife's best friend married a man she met on Match. I have dozens of clients who are married, engaged and in love with people they met online. And these are just the people that I know well. Hundreds of thousands other people have met online - and you can too.

But first let's acknowledge the flaws of online dating: the liars, the bores, the flakes, the crazies, the morons, the perverts, the poor spellers, and so on. These people exist offline as well. They just have access to you online. So as I see it, you have two choices: quit online dating and make a supreme effort to go to as many parties, coffee shops and adult education classes as possible **OR** try to find a way to avoid the worst of the online

Evan Marc Katz – Finding the One Online - Transcript

daters. The third, and most popular choice is to quit and wait for your soul mate to drop out of the sky. Yeah, keep waiting.

Truly your best bet is to keep dusting yourself off, learning from your mistakes, and staying in the game. Sure, sometimes you'll get burned. But sometimes, with enough perseverance (as well as luck, timing, a good profile and a positive attitude), you'll find love. And if it hasn't happened to you yet, you can say "What's wrong with these terrible people on these awful sites?" Or you can ask, "How can I make this work for me, despite the obvious flaws?"

You know where I stand. But I'll tell you, all it takes is one person - and you'll be standing right with me in the optimist corner.

In Finding the One Online, I'm going to give you EVERYTHING I give to my private clients.

I hope that in the few hours it takes for you to listen and take notes that **you get everything you need to create your own inspiring love life.**

And when you find love or go on an amazing date or learn to persevere when the going gets tough, send me an email, telling me specifically what it is that made the difference.

Remember, your success is my success, so keep the stories coming.

Now, get ready to Find the One Online.

Evan Marc Katz – Finding the One Online - Transcript

Section I – Developing a Healthy Mindset

Here is the thing when it comes to dating online: a lot of people step into this medium without having the right mindset to make it work for them. And then, when it doesn't work for them, they say that online dating doesn't work. That's not the case. Online dating works for millions and millions of people. If it's not working for you, there is something to look at.

Now, you know that - and that's why you're here. But blaming online dating sites for not providing you with love is like blaming the gym for not making you lose weight. It is your responsibility to make the most of it. And I'm confident that after a few hours of listening to this stuff, a lot of lights are going to be going off as to things you could be doing differently.

First thing when you step into the online dating world, you have to leave your judgment at the door. Over 40 million people have tried online dating. That's an old statistic from years ago. What it means is that over half of single America has stepped into the world of online dating in some capacity or another. In any given month, they say over 20 million people are doing it. So this is not a minority; it's actually a majority of the people who are doing this because of the nature of where we're at, at this point in time. A time where we work hard, everybody has a personal computer and we're increasingly isolated and alienated. **It's hard to find people in real life.** The world is changing and we can't judge the people who are dating online and make any assumptions that every person who is doing so is a low caliber of person, someone that you wouldn't want to meet in real life.

While it may seem that online dating is the vestiges of the people who put ads in the back of newspapers in the mid 70's, this is a very, very different thing. This is big

Evan Marc Katz – Finding the One Online - Transcript

mainstream stuff and instead of stepping away from it, **the smartest thing one could do is learn how to master it and not be judgmental of the very people who are doing exactly what you are doing.** It's remarkable how often that happens. We somehow judge other people as if their pursuit of love is any less sincere than yours.

Going into online dating, you need to be able to think long term. This is not a short-term proposition by any stretch of the imagination. When you start thinking of online dating as a short-term thing, you're pretty much sealing your own fate.

Think about it in these terms, how many times in your life have you been in love? Twice, three times maybe? The fact is: falling in love is a process. It's rare, it's special and the thought that you should be able to do that in the next 30 days on an online dating website, well, that would be close to miraculous. It does happen, it does happen for lots of people - but to bank on your online love life going quick - that's not the way this whole thing plays out.

Online dating is something to incorporate into your life, just like going to the gym is something to incorporate into your life. It is not something you do for a month and say "Okay, I'm healthy now. I never have to go to the gym again." I say this to you as a guy who dated online for 10 years and went out with over 300 people. I really try to practice what I preach because I knew that as frustrating as it could be at times, this was my ticket - this was my instantaneous way of creating a love life from scratch when I couldn't count on real life handing one to me.

And so you must carve out room in your life the way you carve out room to do the things that are important to you, whether that is going to the gym or taking dance lessons or going to your kid's softball game. Whatever you do that's important, it has to show up in your effort. Effort is going to be the key to your success in Finding the One Online.

Evan Marc Katz – Finding the One Online - Transcript

Now back to where we were - touching on the kind of people who date online and what it means. Someone seeing you doing this is not embarrassing whatsoever. It's only as embarrassing as you make it out to be. The fact is if someone has seen your online dating profile, that means they're dating online too. There is no judgment involved.

That should be a freeing thing, the whole idea that "Hey, the water is warm, jump in!" We're all doing it. We're all single. We're all looking and that's okay. If you hold some sort of double standard and you get embarrassed about the process of online dating, you're defeating the purpose.

I may say this later, but I often say that **trying to date online without being seen is like trying to swim without getting wet**. If you're doing it, you have to dive in, you have to be seen, you have to market yourself, you have to be proactive, you have to be visible, you have to be active. Get over the shame because there is no shame. If there is, then I should be more embarrassed than anybody on earth because this is all I've been doing for 10 years and my face is on the cover of this CD, so there's nothing to be embarrassed about here.

Similarly, when we're talking about building that mindset, how you're going to conduct yourself in the process of dating online, remember: this is a process to be taken seriously. If you took the time to buy this CD series, you're not here to do a big old email blast in the first week you're on there, or write to everybody you think is attractive. That's not smart. That's not patient. That's not methodical.

If you're the kind of person who deletes spam from your computer, so do the very people that you would like to date. And if you see spamming as the answer to successful online dating, for all those people who ever told you it's a numbers game – yes, ultimately you might have to contact, meet, and process a lot of people in order to find

Evan Marc Katz – Finding the One Online - Transcript

the one. But that doesn't mean when something is a numbers game that you play all the numbers at once.

Resist the temptation to get this over with and you're going to enjoy dating a lot more. If dating is just this tortuous means to an end, you're not going to have fun with this process. When you start having fun with this process, you're going to have a lot more success, you're going to be a lot more likeable, attractive, charming. **Nobody wants to date someone who hates dating.**

So learning to use these principles and learning to embrace the dating process is essential for you in maximizing what you get out of this system.

Understand, you have access to people; you have access to millions of people when dating online. **Do not mistake that for a choice of people.** Just because you see someone doesn't mean you automatically have the ability to get them to go out with you. And if your inclination is to go on to any online dating site and write to the 25 most attractive people on that site, you're essentially bucking for a date with Angelina or Brad. You can't get upset if they have other plans.

We will spend a lot of time talking about this. But I assure you, unless you're one of the 25 most attractive people on the entire website, it's going to be a hard time to get the attention of the people who are. And pounding your head against the wall to make that happen is a real futile waste of time.

So once again, access to these people that you might not meet in real life - people who appear to be super attractive - does not mean that you should be going out with them or that you can go out with them. You shouldn't waste a ton of time worrying about them.

This medium brings out the worst in people, not the best. Now to distinguish this: **it's**

Evan Marc Katz – Finding the One Online - Transcript

not that people online are worse than people in real life. They're the same people. It's not them; it's us. We're real life people. We have friends. We have family. We talk to people at parties. We have lives and jobs. Its not online people, its not online daters. "Them" is "us".

The problem is with the nature of this medium, people can hide behind their computers and never be held accountable to their actions. This is why people will lie, mislead, disappear, be rude, crude, perverted. So what? Those people don't count in your world. When people exhibit that kind of behavior, that just means they've made your decision a lot easier. No point in wasting your time with those kinds of people.

Again, it's important to understand the difference between someone who is rude and someone who is acting in his or her self interest. If someone doesn't write back to you, it doesn't necessarily mean they're rude. If they tell you off, they are rude. We have to be able to distinguish those two things. We're going to be doing a lot of that over the course of the next few hours.

It's all about understanding why people do what they do and how not to take it personally. How to understand that you're responsible for your behaviors and how to walk away from the things that are not working for you.

Now, in the big picture, we're talking about this online dating mindset: Online dating - to succeed in the long run - takes three things: patience, honesty and self confidence. Patience is simply because this takes time. There are no two ways about it. Unless lightning strikes, you're going to be doing this for a while. I think the average person - and again forgive me if I repeat lines or statistics - I only have so much room in my head. But I remember reading on an old Match.com poll which said that the average person goes on 12 dates or so before they find someone to have a relationship with. And that relationship obviously doesn't always endure. It could last 3 months or 6 months, but I

Evan Marc Katz – Finding the One Online - Transcript

remember reading years ago that it took 12 dates to find someone you want to commit to.

Then again, I can tell you the story of someone who, on the first date, found the person whom she married. So don't get too stuck on the bad stories, just understand that more likely than not **you're going to have to get good at this process**. Once again, just like getting good at working out and incorporating it into your life.

Be patient. Rome was not built in a day and very rarely do people sign up for a one-month subscription on any online dating website and say "I got what I came for, thank you very much, good bye!"

The second thing that is essential to the online dating process – honesty. Now, honesty is what you want from others, of course, needless to say. But more importantly, you have to be honest with yourself. That's actually the hard part. We often insist that people are honest with us even though we're not going to be honest with them. Other people lie about their height, but when we lie about our weight, that doesn't seem as bad. So understand, you have to be honest if you're going to expect that from other people.

Then there is the other part of honesty which is looking in the mirror and seeing what other people see. It's hard. It's challenging. But if you're an average person - not average heart, but just your basic normal person - and again, most of us are - you're going to make yourself very, very upset if you keep on attempting to exclusively date only the most attractive people online.

Nobody is forbidden fruit. You are entitled to contact whomever it is you like. That's the nature of this medium. The reason I'm harping on this so early in this is that when I do my private coaching, I see this more than anything. Every single client gets on the website, puts the 20 or 30 most attractive people in their demographic (or not even in

Evan Marc Katz – Finding the One Online - Transcript

their demographic, younger than them) right onto their favorites list, regardless of what their own appearance is.

That's not a judgment; it's an observation. This medium and the people in the medium can be shallow, they can be cruel and **most of our frustration occurs when we think we deserve to date people who don't want to date us.** Therefore, realistic expectations need to be set for your online dating process.

If you're a hot 27-year-old woman in a big city, you've got it made. If you're a tall, rich 37-year-old man, you've got it made. But the rest of us, to some degree, better buckle up for a bumpy ride. And that's where self confidence comes in. Because, statistically speaking, you're going to be rejected by 8 out of 10 people.

Now don't take the concept of rejection personally. We're going to spend plenty of more time talking about it. But this is a big, busy medium. It's like the world's biggest party and everybody is talking to everybody. It's not personal. It's never personal. It's simply the fact that everybody seems to feel they have so many choices, that they're justified in not writing back to you.

So the majority of people that you initiate contact with, for the most part, are not going to write back. And it doesn't mean a thing. Just understanding these numbers, I think should help you, the same way a baseball player who gets a hit 3 times out of 10 and bats .300 is a success. **If he got upset and spent a lot of time dwelling on the fact that he got out 7 times out of 10, he would be perpetually depressed.** He would be the world's best baseball player and he would be perpetually depressed because he didn't understand how the medium worked.

In this world, you do get out 7 times out of 10. That's the way it works online. **Rejection is part of the process and what we have to do is learn how to minimize what rejection means.** I've been rejected more - let's just say I've

Evan Marc Katz – Finding the One Online - Transcript

been rejected more than you have, due to how long I did this and how much energy I put into it. I'm still standing; I'm a happy guy. I'm married, I made it through and I had a lot of great online dating experience and fell in love a few times.

So every time I'm telling you something, this is stuff I had to learn the hard way. And I really want to save you the trouble of having to learn my way - or worse, not learn at all.

I know I'm hitting you up front with a whole bunch of things that don't always sound rosy. I feel that's my responsibility towards you - not just to paint the happiest picture of how this thing works. Because if I paint you the happy picture and then you step into this world and it doesn't turn out that way, then you feel even worse, like it's just you that is going through this.

No, this is everybody. So once again understand the rules of how this thing works. You're going to have a better experience than if you were surprised. Which is why it's my job to give you all the rough stuff up front so you know what to expect and you can really make the most of it.

And listen: from me to you... if there is a better way of dating, then do it. Don't complain that online dating sucks and there is a lot of rejection, people lie and all that kind of stuff. Go take salsa lessons, join the local Chamber of Commerce, start a bowling league, go out 3 nights a week and chat up strangers in bars, send an email blast to all your friends that you want to be set up. But please, don't complain about your love life because you don't know where to meet good people.

It's the biggest question I get: "Where do you meet good people?" They're everywhere and they're wondering how to connect with you. And the odds that they're going to be at the local Chamber of Commerce or the salsa class at the time you want to take it is much, much slimmer than the odds of putting an ad in cyberspace that have millions of

Evan Marc Katz – Finding the One Online - Transcript

people on them. It's a no brainer. **Where are you going to find people? People just like you? You're going to find them online. They are everywhere - looking for love just like you.**

This doesn't mean you can't do the salsa lessons night and the girls' nights out and football outings and tailgate parties or whatever. You could still have a life; you should still have a life. Having balance is important.

By being an online dating advocate, I'm not suggesting that this is the only game in town. I'm saying no matter what else you're doing, you should incorporate this into your life. You go out to a party and you don't get a phone number, you go online and write to a couple of people and you read your email. **You always have stuff going on when you're dating online.** You're always in the position to create a love life instantaneously. And just when it seems the bleakest, something pops up.

Today, I had a group call with a bunch of my clients who are part of a group of people who have gone through my coaching process. The group is called The Inner Circle. A whole bunch of them were telling me how last week they were down; nobody was writing to them. This week, they've got 3 dates lined up. That's the way this thing goes.

How do we not make our lows so low? How do we not ride this rollercoaster and get sick because some weeks are better, sometimes you're feeling a little more confident, better about this process than others. Realize, the ups and downs are part of the process and the downs aren't really that down. They're just a slight drought, which always turns around.

As much as you probably like to think there are better ways of meeting people, there aren't. There literally are not better ways of meeting people than online. Is it more chemistry when you meet someone in real life and your eyes meet? Absolutely, it just

Evan Marc Katz – Finding the One Online - Transcript

doesn't happen enough to rely on that as so many people do. Oh, it will happen when it happens. Yes, you just keep waiting on that. Even though it hasn't happened yet.

So the thing with online dating, despite all the flaws I've already enumerated: it's inexpensive, you can do it any time of day, there is no need to go out, you don't have to get dressed up. You've got the ability to market yourself, say a whole bunch of things about yourself that appeal to others in a way you couldn't possibly put your resume on your back at a bar. You've got the ability to screen anonymously, the ability to search and filter, get to know all the people before you even go out with them.

You have unprecedented access to members of the opposite sex all over the world. I literally spent 2 years going to a yoga class without making a friend. I can go to a bar once a week and for the most part not have the guts to talk to someone.

Online dating gives you a permanent place in cyberspace where you can advertise your availability. So the real final words for this mindset section are words that I didn't write but I've got it hanging on a magnet on my fridge. It's a quote by Winston Churchill. If you've heard me before, I've said it before.

Said Churchill, "Never, never, never quit." The more you put into this, the more you'll get out and I really encourage you to move on to the next section and we're really going to dive into the nitty gritty. But having the right mindset is essential for you to make the most of online dating, understanding what it's all about.

Evan Marc Katz – Finding the One Online - Transcript

Now to review what we just covered in this section, we're going to hit 5 points.

Mindset review:

- 1) You've been in love twice in your life. You can't give online dating 30 days to succeed.**
- 2) If you're doing this, other people just like you are also doing this.**
- 3) You have more access to people on the internet then you could have access to people anywhere else in the entire world.**
- 4) Online dating takes 3 things: patience, honesty and self confidence.**
- 5) As much as you would like to think there are better ways to meet people, there aren't.**

Now I would invite you to take a break and turn to the mindset section in your workbook, fill out that page and move on to the next section when you're complete.

Evan Marc Katz – Finding the One Online - Transcript

Section 2 – Choosing the Proper Website

I like this topic a lot because it once again talks about personal responsibility in the process of Finding the One Online.

I know I use a lot of gym metaphors, but the whole idea of choosing the proper website is a bit of a wild goose chase. The fact is: **there really is no best website. It's really the equivalent of saying, "What's the best gym to lose weight?"**

Well, the gym to lose the most weight is the one where you work out the hardest, most likely. Do some gyms have better amenities than others? Sure. Are there better looking crowds at some gyms than others? Absolutely. But you can get what you're looking for at any gym in America.

Same thing goes for online dating sites. Putting an emphasis on the best website is really missing the point even though some websites are better than others and we'll get into that. But I would really encourage you to not put too much emphasis on which website is the best because you can find what you're looking for anywhere.

The best one is really the one that you have the most success on.

A good website is all about who's actively using it in your demographic in your area. Therefore, the answer is not the same for a 30-year-old guy in Tampa and a 64 year old woman in Portland.

You have to do the homework. I could say in sort of broad brush strokes that its safe to start on a big name brand site that you might have heard of, but when you log in and do your demographic search, so much of it depends on where you live, and what age bracket you're looking at. Truly, you're going to get different responses everywhere.

Evan Marc Katz – Finding the One Online - Transcript

I once recommended Nerve.com, which is a really, really small site that is highly concentrated in areas like San Francisco, New York and Los Angeles. I remember recommending it to someone in Greensboro, North Carolina and the person went on and there were about 6 people on there.

So what was the best site for me at age 31 certainly might not hold true for you, which is why again I want to get away from the idea that there is a single best site. Just tonight I was talking to a client who started using a site called Plenty of Fish. Match.com wasn't yielding many results for her, so she's doing amazing on Plenty of Fish. She's in her early 60's.

Would I recommend Plenty of Fish as a dating site? Probably not. It's a free website and its more like going to a flea market then it is like going to a high end store. It's a lower barrier to entry since it is, in fact, free. Yet that is sort of what she needed, because at age 64, conventional channels weren't paying off and she deserves a lot of credit for opening up her search and trying different things.

So when you're doing your homework you have to look for what's most important to you in a website. So start with reputation - have you heard of it?

If you haven't heard of a website - pro or con, if it hasn't been in the national media, if you don't have any friends that have ever been on it, if you've never seen a commercial for it, you have to ask, is this going to be the best fit for me? Is this going to be where I want to start?

The exception to that are the niche sites - smaller websites which don't, needless to say, have big ad budgets, but could be good for you if you are a single parent and you're looking for a single parent website or if you're looking for a vegetarian website or a website for people who are really into their pets.

Evan Marc Katz – Finding the One Online - Transcript

But for the most part **the safest bet is going on a site that has a decent reputation instead of wasting your time, energy and money on something that might not even be reputable, might not even have any real members on it and is just fully stocked with old profiles.** There are a lot of charlatans out there who make money off of innocent people who are just looking for love. So be conscious of that.

The other big thing for people who are trying to determine which website they should invest in, the best website is the one that has lots of active people in your area. **When we're talking about active people in your area, we're talking about people who are logging in currently, using the website now, dating online now, paying now.** If you can't tell if someone's logged into the website in the last 6 months, don't even bother putting up your profile.

Sites want to show you how recently people have logged in if they have nothing to hide. If they don't have many people who are using the website and people fill out a profile and just abandon it and never went back, they're going to be the ones who don't show you how recently someone logged in - because it doesn't serve their interest if everybody who's on the website isn't using it anymore. They don't want you to know that.

So stick with places where, when you do a big search, there are lots of people who are actively using the website. You can see it through the instant message button that they're online now, or that they've logged in within the past 24 hours.

The ability to search without paying is a good quality for an online dating website to have. Now, on every website, you're allowed to fill out a profile for free. But you want to be able to search the merchandise.

Evan Marc Katz – Finding the One Online - Transcript

Imagine going to a store and only being able to look at the merchandise through the window. You can't get a good look at it. Occasionally, there are websites that won't allow you to search without paying to be a member. You want to avoid these sites.

You are able to fill out a profile for free and sometimes they say, in order to search the website, you have to fill out a profile. That's fair and normal; they're not actually asking you for money to search. They're just saying "Hey, to get instant access to look at all our members, fill out this really quick profile – user name, quick essays, put in your email address, height, weight, age – go!"

Now again, just because you have the option of searching and going that quickly doesn't mean you should go that fast. But they're trying to get you in the door. So you want to be able to find a site with lots of active people in your area, a site that is reputable that you heard of, the ability to search without having to pay to do the search.

You certainly want a website where people have clear photos. You don't want to go to a place where everybody looks like they just took the mug shots down from the post office and put it on their profile. You want a place where people have taken the time to take this seriously and not a place where nobody's posted a profile because they're indifferent or everybody who posted a profile took some webcam camera phone thing.

You want to see what you're getting here. It's important. Looks do matter; they matter to all of us. And **you should be able to take a good close look and sample the merchandise before you go too far into the process.**

Another wonderful asset for an online dating website is a good instant message/audio/video technology – anything to make the process of meeting a total stranger a little less mystifying.

Instant message is the ability to chat in real time via your computer – and it's so much

Evan Marc Katz – Finding the One Online - Transcript

faster and immediate than writing an email and hoping someone writes back to you the next day. It's almost like having a phone conversation without getting on the phone.

And where websites are slowly headed is going towards audio, being able to do anonymous phone calls through the website, record a clip of your voice so someone could get a sense of who you are. Eventually, I do anticipate that everybody will have a video camera and will be able to talk to each other in real time; thus, eliminating a lot of the need for what we're trying to do here with the profiles and the photos and all that marketing technique.

Once everybody has a video camera, it's immediate. You're doing your first date live in front of your computer.

Another important thing that online dating sites should have but don't always do very well is a help section, a place on the website that actually shows you how to use the website better.

Needless to say, due to the nature of this broad Finding the One Online course, it would be impossible to tell you about the help section on every website. And it would be impossible for me to tell you about the functions of each individual website. There are simply too many to count. There are literally over 1,000 online dating websites.

So you need to take responsibility and go to the help section of your website of choice and learn how to use it, learn how to do all the things on there that are designed to make your life easier, to help you get what you want out of the dating process. And websites have all sorts of things that people who use them for years never even discover.

The ability to hide your profile, the ability to do anonymous calling, or instant message, or see who has viewed you, or find out who is looking to date you, or who put you on

Evan Marc Katz – Finding the One Online - Transcript

their favorites list, or the ability to send different kinds of messages apart from just email. **There are so many things dating sites are using to help you connect; you owe it to yourself to learn how to use it, to read the manual, essentially.**

So once again, the big overarching question is: “What is the best website for me?” I just spent a few minutes telling you about the things you should be looking for in a website. And as much as I resist giving tangible answers to things that I don’t think matter, such as what is the best website, **I would say if you have to start with one website, start with one that has a big brand name.** And if you go on one of these big websites and try it out for 2 or 3 months and it doesn’t pay any dividends, that’s when its time to diversify your portfolio and expand to other websites.

Now again, I’m not saying those big websites are the be-all, end-all; I think they’re just good starting points, the big mainstream websites. Realize that on a big mainstream website, there are more people to choose from; similarly, there is a lot more competition on the big mainstream websites.

So, sometimes people have a really rough go because they’re competing with a ton of other people on those big websites. **Now if you choose to expand your portfolio because Match.com is underperforming, then you want to go to a personality profiling site.**

eHarmony is the biggest fish in that sea. They have \$120 million in venture capital funding and you’ve probably seen their ads. It’s a pretty good site, actually. I want to give them a lot of credit. I used it for about a month and the one person I did go out with off the site turned out to be a really great person and we were compatible in a lot of ways.

So I definitely think there is something to it and I know of enough success stories, personal success stories. I know my sister was just at her best friend’s wedding in New

Evan Marc Katz – Finding the One Online - Transcript

York who found an eHarmony guy. So I know the place works.

Its expensive, more expensive then regular websites. Not expensive in the grand scheme of things but eHarmony probably costs probably \$50 or \$60 a month.

The negatives I hear about it the most, the 436 question personality test that you have to spend an hour taking before you get anything out of E-Harmony. That's quite a burden. A certain percentage of people, maybe 10 or 15 percent, after taking the test, eHarmony will send them an email saying, "Sorry we don't have anybody for you, because you're too selective" or whatever it is but we don't have anybody who matches up with what you say you are based on this personality test.

So it's not like you're really being rejected. In a strange way, it's responsible if they don't think they have anybody for you. But it's certainly not something you want to hear after you take a 1 hour test just to get onto a dating website – sorry we don't have anybody for you.

The other big con that I get out of people who use eHarmony is that they feel like they have less control because it doesn't really appeal to their shallow instincts. You can't just do a search for the prettiest faces; you only have a choice of the people that they deem to be potentially compatible with you.

The good news is that for a lot of people - certainly in decent sized cities - there is no shortage of people that they think are compatible enough for you. So instead of searching through thousands of people, you might be searching through 50 people or 100 people. But the idea is that they are pre-screened and actually a good fit for you.

Detractors from eHarmony also find that their means of communication is a bit rigid. They have something called Guided Communication. You have to fill out these pre-written questions. So essentially they're telling you what you're allowed to ask. It's

Evan Marc Katz – Finding the One Online - Transcript

almost like being on a chaperoned date and it takes a longer period of time and it's a lot more formal.

There is a way - called Fast Track - of bypassing this Guided Communication. So it's not like they're not conscious of the fact that slowing people down isn't always the best thing. But I think the idea is that they're trying to protect people from themselves.

Online dating - if you've done any of it before - you know it's kind of instant gratification/kid in the candy store/look at all these pretty people. Let's just start writing to everybody indiscriminately.

You can't do that on eHarmony. They restrict the number of people that you have the ability to even write to. You can't just search for who you're looking for. And then there is that multi-step process just to get to the point where you're ready to exchange regular emails. But all in all I think it's a solid site.

Chemistry.com is Match.com's eHarmony competitor brand, where they have personality tests. But it's styled a lot more like Match. I would probably say there is probably a number of people who use both Match and Chemistry. And it's another site that I used for a few months and had a very good experience on.

I think it's a little bit more light and a little bit more fun, a little bit faster than eHarmony. It doesn't have the same depth of people, of course, because E-Harmony is still the 700= pound gorilla, just like Match.com is the 700-pound gorilla.

So Chemistry will send you 5 new matches a day. You could either approve of them or delete them. The system claims to learn from your preferences. So if you say "I was interested in this person", they will supposedly send you more people like that. And if you say "I was not interested in this person", they will attempt to minimize sending you people like that. I just thought it was kind of fun, a good blend of Match and eHarmony and something that is worth checking out as well.

Evan Marc Katz – Finding the One Online - Transcript

Other sites that might be useful for you, I'm not going to go through and detail them as much as let you know they exist. Smaller niche sites for single every small group under the sun, and it doesn't even have to be a small group. Asians are not a small group, Muslims are not a small group, Catholics are not a small group.

But if your ethnicity is important to you, if your religion is important to you and you want to find other people who are like you or likeminded, you would go to find niche sites. And they have them for everything because people see it as a money making opportunity. So there is a site called Farmers Only for farmers. And they have sites for people who are really into their pets like Date My Pet. They've got sites for single parents and for Jewish people and for African Americans, vegetarians, Republicans, Democrats. You name it, there is a dating site for it.

So really it's better to find the people who are interested in you and have the same morals, values, tastes as you do. So please consider all of the niche sites. And they make a real excellent addendum to being on one of the big mainstream sites. **I don't think you need to be on 3 websites at once, I think that can be overkill.**

Presumably you should have something going for you on one of the 2 sites you're on at any one point in time. And if you need to rotate and say, "All right, I've kind of used up the inventory on this site", you take yourself down from one site and you focus on the other and around and around you go. But there is always something going on. You're never stopping doing this.

You just have to understand the costs and the benefits of being on different sites. Now **being on a big site is great because you have so much choice, but when you're on a small site you're going to be a bigger fish in a smaller pond, simply by definition.**

Evan Marc Katz – Finding the One Online - Transcript

I will say this: as much as I advocate for Match.com and work with most of my clients using Match; I had more success when I was using JDate, which is a site for Jewish people. It was my demographic and I was able to succeed wildly when I was on that website against the competition because the competition wasn't as deep.

So realize you might get lost in the big pond that is Match because there are so many people to choose from. But you go into a small site you could work your way through most of their desirable options in a month or two. It wouldn't make sense to be on a small niche site generally for 6 months like it would on a big site.

Now as I intimated, you can be on multiple sites at once at \$30-\$40/month, it costs less than DirecTV, and it's far more likely to yield you a partner than watching a lot of DirecTV.

As mentioned earlier, there are free sites, but it often means a lower quality user base – people who are less serious about finding a relationship. That's not to be judgmental of them. You can't paint everybody with the same brush. But clearly someone who spends a few hundred dollars to commit to using eHarmony is going to be a good candidate for a relationship. They're not messing around if they're doing it.

Similarly if you spent a few hundred dollars on Finding the One Online to be with me, a free site might not be your answer, but as I stated earlier, it could be - you never know.

Big free sites include Plenty of Fish and OK Cupid.

Now where we started this whole conversation was reserving judgment, leaving judgment at the door. Don't judge anyone for being on multiple sites. You are, too.

The only way you know someone is on multiple websites is if you're doing the same thing. You can't be a hypocrite about that. And I've heard it so many times: "Oh my God, I've seen that guy on so many websites – what a loser."

Evan Marc Katz – Finding the One Online - Transcript

Listen, let's be real, there is nothing wrong with being on multiple websites. All it means is you take your love life seriously, you're spreading yourself around, you're giving yourself the opportunity, you're trying hard and sometimes you get done with the site and you forget to take your photo down, that's fine. It doesn't really matter what people think.

The truth is nobody has a right to express an opinion about something they're doing themselves. It is the epitome of hypocrisy. So don't judge anybody else for being on multiple sites; you are, too.

Similarly, don't judge anyone for being up on sites for a long period of time. It doesn't mean they haven't had relationships; it just means they might have had relationships and come back. It means they're serious about finding love and believe that online dating can work.

Trust me, if you were looking at me, you would say, "Oh my God, that guy was on JDate for 10 years!" And you wouldn't be right. That wouldn't be correct. I had an 8 month relationship here and a 6 month relationship there and a 3 month relationship here. You do that a bunch of times, and if you're checking in once every 2 years and I'm on there at the same time, you would think I had been there for 2 years consecutively and that I just can't either commit to anybody or I'm such a loser that I can't find anybody to like me.

And both of those would be false. People who are on online dating sites for a long period of time are probably logically people who are actually good at meeting people online. The kind of people you do want to date, the people who believe in the medium and believe that it could yield a positive result and have had a good enough experiences that they've decided to come back for more.

Evan Marc Katz – Finding the One Online - Transcript

It's ironic that we judge people who are really the people that we want to be dating.

Once again, **if YOU have been up on websites for 5 years and you see that someone else has been on websites for 5 years, don't assume that you know their pattern.** You certainly wouldn't want them to come to any conclusions about you for being on these sites just as long.

This kind of stuff, this is the essence of dating coaching. It's stepping outside yourself, seeing how you're perceived and how you perceive others and how that really aligns with the way the world works. And we'll go back to it over and over and over again but we judge people who lie on their profiles and yet we lie ourselves. We judge people who are on multiple websites, we judge people who date for a long period of time on these websites. The only way we know is if we're doing the same thing.

So we really have to step off our high horse and realize that the vast majority of people who are dating online are doing it for the right reasons. If they're not doing it for the right reasons you could generally pick up on it pretty quick. So it's not going to waste a ton of your time.

If you don't already have a profile, you're going to be up and running really, really soon. And when you go to these websites, they do ask you to set up a profile quickly. And setting up a profile quickly is easy. They ask for your email address, username, height, weight, age, a couple words about yourself for your essay.

Don't worry about getting it right from the get-go. No one is looking.

Really, like nobody is looking, it doesn't matter. If you're a woman and some guy writes to you because he saw that you were a woman and you had literally no information in your profile, you can't take that person very seriously anyway. So truly nobody is looking, just get something set up so you can go back and change it later.

Your job is to sign up for a website that has lots of people using it. You can change

Evan Marc Katz – Finding the One Online - Transcript

everything in the future and I'm going to be talking to you about all the things you can do in the future, usernames and headlines and photos and essays.

In the meantime, once you have a profile set up, hide your profile. It's probably in the account management section of the website. Hide your profile until you're done editing it to perfection. People don't need to see the work in progress. So that way, when you launch, you'll be launching with a splash - and it won't be people writing to you just because you're new or just because you posted a photo quickly. They'll be writing to you because you're the whole package.

A really exciting way to get started in Finding the One Online is launching with a big blast after you've done all your changes behind the scenes and you just sort of whip off the curtain and show yourself to the world to great fanfare. I assure you that you're going to have a really great response. We'll get to that in future chapters.

This concludes the chapter on choosing a website. Here is the choosing the website review.

Choosing a Website Review

- 1) There is no right website. If you're good at online dating, you can connect with people like you on ANY website.**
- 2) It's best to start out with a big brand name like Match, and, if it's too competitive on a big website like Match, find a smaller, niche site or personality profiling site.**
- 3) Big sites give you more choice and also have more competition. Small sites have less choice and less competition.**
- 4) You don't need to pay for multiple sites at once. You do always need to be on at least one site actively.**

Evan Marc Katz – Finding the One Online - Transcript

Volume 2 -

Witty Usernames, Smiling Photos, Broad Searches

Section 3 – Coming up with a Memorable Username

If you're currently using a dating site, I want you to do an experiment. You can do it right now or you can do it later: go through 100 profiles and write down the usernames and headlines of anyone who did something memorable.

Now to make it very clear, if you're not aware, I should have defined it: **a username is what you call yourself on a website.** The headline might just be the thing that sort of functions as a headline of a newspaper. Most websites use usernames instead of real names you come up with some fun moniker.

So if you go through 100 profiles and try to find the usernames and headlines that are interesting, you'll be shocked at what you see.

I just did this on a website and I found that out of 100, 6 women actually had interesting usernames. That doesn't mean the rest were all bad, but only 6 women took the time to be creative and catch my attention.

So my question to you is: Why shouldn't you be one of those six?

Now let's be really clear, this isn't a big deal in the grand scheme of things. No one is going to not write to you because you named yourself BobfromBuffalo or SallyBlueEyes or Yoga Girl or something plain. Really, you're going to be fine.

But the question is - is there something you can do better? Chances are you never really TRIED to come up with something unique and witty. You get onto a website and the

Evan Marc Katz – Finding the One Online - Transcript

first thing they ask you for is a username, you're generally not going to sit there for 20 minutes while you're filling out your initial questionnaire and putting in your email address and whatnot. But it's something that is certainly worth going back to and it's something I want to spend some time doing.

In my years of coaching, I'm surprised at how many people want to come up with a better username. They don't like the way they represent themselves and yet they feel completely stymied and paralyzed by the process of trying to come up with something creative.

Thankfully, like everything that we do here, I've taken the time to figure it out for you and there is a little bit of a formula you can do. Again, we could go down and practice and you're going to practice in your workbook as well.

So here's how you'll do it if you want to come up with a good username:

Choose one or two subjects. Write them down. Subjects could be anything that you want it to be, something that is important to you. I want to tell you all about what good usernames are but when I've written usernames for my clients, I don't want you to take their usernames and I don't want to necessarily out my clients as people who have worked with me if you see them on Match.com. So I have to sort of make things up from scratch with you while we're doing this thing.

For the sake of your exercise, you're going to come up with something original, you're not going to borrow from someone else. So start here, 1 or 2 subjects that are telling about you that are important. It's not "I'm nice", it is I love golf, I am a triathlete, I love to travel, I fly airplanes, I crochet, I'm into dogs or whatever. You start with your subjects.

After you make your list of your 1 or 2 subjects that are going to be

Evan Marc Katz – Finding the One Online - Transcript

the basis of your username, I would like you to make a list of ten simple words that are associated with those subjects. And the kind of words we're looking for here are simple - maybe 1 syllable, maybe 2 syllables, but you don't want to do complex words because these are the words you're going to be using in your username. You can't fit a complex word; you can't really play with a complex word.

So if you're doing something about movies and you're drilling down a list of words that have to do with movies: film, video, Hollywood, whatever it is, you're not going to use a word like "cinematographer", but you might use a word like "reel". If you're doing something for yoga, you're not going to do "chattaranga", a yoga pose. but you might do something like "down dog", which is a little simpler, easier to say and more easy to put into a username if you try.

Now if this creative process is too taxing for you, there is a solution. **Go to a website called RhymeZone.com.** Type in your word, your subject on Rhyme Zone and you can look up synonyms, you can look up homonyms, words that sound alike, you can look up related words, you can literally type in yoga and click on a button that says related words and its going to give you a whole bunch of words that are related to yoga.

So you're really just starting from a blank slate with this creative process and its closer to a word game at this point. We're looking for something catchy and memorable. **The best usernames, in my mind, are the ones that are puns or a play on words. Something that sounds familiar but isn't too familiar,** it's not literal.

So what is a literal username? It's something that explains itself without any real wit or thought, nothing that really makes you smile. So to call yourself TravelGirl is literal, RunningMan, BrownEyedBetty. These aren't bad usernames, but they're not going to help you in any capacity.

Evan Marc Katz – Finding the One Online - Transcript

Now contrast these with usernames where someone put a little bit of thought into it based on their interests. Okay, so for example, a man says that he's a car aficionado. He owns an Alfa Romeo. We call him AlfaMale. See, there is a pun; it's a play on words. He's into cars, he's a guy: AlfaMale sounds attractive.

Another man says he's into wine, he's a wine aficionado. We call him WineNot. Again like "why not", it's a pun. It's a play on words. The same woman, as we go back to the yoga thing, she says she's into yoga. Instead of calling her YogaWoman, we can call her DoUDownDog. These aren't brilliant, laugh-out-loud funny names but they're names that capture attention, they bring recognition, they say something about you, they'll make someone smile, they'll make someone remember you. That is the whole point of a username.

You're not here to say a lot about yourself, you're here to capture someone's attention and identify yourself and differentiate yourself from everybody else who is using the website. And considering how few people take the time to do this little exercise, if you spend 10 or 15 minutes doing it, chances are you're going to come up with something that's great.

I come up with great things with my clients and not just for my clients but with my clients, just by using this process. Now again, it doesn't matter what the subject is – there's always going to be a pun or a play on words in there.

So, let's do this together. We're going to keep on going with this process even though it might sound redundant. Let's try it again and you're going to do it again in your workbook. Write down a few subjects that are near and dear to you. I'm going to do the same. Seriously, I'm going to make this up as I go along.

Let's say that I'm interested in writing. What are words that have to do with writing? I could use the top of my head and do some brainstorming: Write, not too ingenious,

Evan Marc Katz – Finding the One Online - Transcript

Pen, Pencil, Paper, Book, Read, Novel, Poem, Screenplay, Comedy: these are things I've written so they have to do with writing. Some of those words are better than others for username purposes.

Now let's look at that list of words again and **see which words have a second meaning or a second spelling**. Something that we can use in multiple ways, not just in that literal way. So again looking for puns, looking for plays on words. We could use the word "write" itself, it has multiple meanings. There is "write", there is "right"; the word "novel" has multiple meanings, it's not just a book, but it's also a new idea or concept or something.

I don't know where I've put myself, but I could certainly call myself the Write Stuff. I could call myself NovelIdea. I could call myself StuPENdousCatch, using the word pen. Yeah, it's a little bit of a reach, but the whole idea is that even if you do this yourself and you don't end up with a goofy pun, you're probably going to end up with something more interesting than Frank681 or StaceyFromSarasota.

Let's try another one:

We'll go with something different, a subject I don't know anything about. Let's try architecture. Now I'm going to go to RhymeZone and I'm going to type in architecture and I'm going to look at the related words that have to do with architecture and I'm looking for simple words. Simple words are the kind that we can use in that username.

Unfortunately, we don't have that many, composition, drawing, Corinthian, Doric, Bauhaus, column, blueprint, Tudor, gothic, arch, edifice, building, structure, design.

Okay, so those aren't exactly easy words - but let's take a look at them and see what we've got. And what we want to do is take each word and sort of hold it up to the light and play around with it and say it out loud and see what other words come to mind.

Evan Marc Katz – Finding the One Online - Transcript

Again I know this doesn't seem like fun, this isn't quite dating coaching; this is creativity coaching in a way. But it's relevant because a big part of just getting started in the Finding the One Online process is marketing and branding yourself.

If you're not going to hire a professional to sit down and do this for you, I want to show you how you can do it for yourself and always come up with something interesting just by putting in a little bit of extra time and thought.

So if one of the words is "blueprint", we could call a woman BluePrintsess. I like BluePrintsess. It combines the princess thing with the architecture thing and really it's a perfect pun that joins her career as an architect with her femininity.

We could use the word "design" - and design is not an easy word to play with - but you can find something that rhymes with it by going to Rhyme Zone. Call her DivineDesign because rhyming and alliteration is always sort of a catchy thing.

If "building" is one of the words we could call her BuildingAMystery – everyone loves a mystery, everyone loves a pun, and it's also a really good Sarah McLachlan song. BuildingAMystery could be a really good username that plays off the mysterious feminine mystique and the fact that she makes buildings for a living.

If "structure" is her word, we could call her LooselyStructured. It's more of a reach, as we don't necessarily want to use the word loose when we're describing our woman client here, but it works in the structure and architecture concept and it makes you sound like you're not too rigid a person. LooselyStructured can be considered a compliment.

If we use the word "draw", we could call her WinLoseDraw and while that's not particularly witty, it is familiar, it was a game show. Plus, it is relevant to architecture and hey, sometimes dating is kind of a win, lose or draw scenario.

Evan Marc Katz – Finding the One Online - Transcript

So these are again just a whole bunch of ways that you could play with words to come up with something that is superior to what you're currently doing with your username, where most people just do some combination of their initials or their name or a simple descriptor, BarryTheLawyer or something like that. You can do better. You just have to take a few seconds and play with these words and hold them up to the light and see what shines through. You're going to come up with something that is really amazing.

Username Review

- 1) You'll live if you don't get a great username. But since so few people do, why not take fifteen minutes and try brainstorming?**
- 2) A good username is a pun or a play on words. It sounds familiar and makes someone smile. It is not your real name or an adjective attached to a noun like TallLawyer.**

I would encourage you if you haven't been doing this as we went along to turn to that page in your workbook where there are more examples and exercises for you as you learn to come up with your own great username and headline.

Evan Marc Katz – Finding the One Online - Transcript

Section 4 - Selecting Your Photos

Let's get something straight. I don't care who you are, how much money you make, how witty your profile – if someone's not attracted to you, the whole thing is a non-starter.

So let's do another experiment, shall we? Go through your dating site and ask yourself how many people have consistently great pictures.

I know what you're going to see. You know what you're going to see. You're going to see people who have group shots where they're a little dot. You're going to see people who have one amazing picture, followed by two awful ones. You're going to see people who are dressed slovenly, or barely dressed at all. And you'll be wondering, "What the hell are you thinking?"

We do this to other people all the time. We evaluate their profiles and their photos and we question the wisdom of what they're doing and how they're presenting themselves. We don't always take the same good close at ourselves. Are we putting up the very same pictures that we don't like to see in other people's profiles?

Just today I was working with a client and we were looking up men on Match.com. She pointed out that one of them seemed cute but she couldn't understand why he'd post a picture of Macchu Picchu and another one of his German shepherd. Now again, these were pictures that didn't have him in it, just the picture of the scene and the dog. This woman had completely forgotten about the photo of her cat and the three ocean view sunset photos she'd posted. This is our collective hypocrisy when it comes to online dating.

So I want you to write down these rules and when you see someone else doing these rules, take a look at your own profile and ask, "Am I doing this as well?"

Evan Marc Katz – Finding the One Online - Transcript

- 1) **Don't post a photo taken more than 2 years or 20 lbs ago.** You're only setting yourself up for disappointment when you show up on the date. Ask yourself how you'd act if someone did this to you. That should be enough warning.

I can't stress this point enough and I certainly don't want to beat the concept to death, but when people complain about online dating this is what they're complaining about.

Listen, for most of us, our looks get worse over time. It's just the way it goes. We get thicker around the middle, we get shorter, we get more wrinkled, we get grayer, we get balder. This is the process of aging and most of us could probably say we looked better 5 years ago. That doesn't mean you put up a picture of you 5 years ago, because you're just misrepresenting yourself. It's false advertising and when you show up on the date, the person who thought they were buying the person in the photo is going to be really disappointed and you're going to have to pay the price for it - a really uncomfortable price.

There is not much more I have to say about that, as you know if someone fibs about their picture to you how disappointed you get. So do yourself a favor and take a good, clean, recent photo, showcasing what you look like now. That's what the other person is getting on the date.

- 2) **Don't post a photo of you with your arm draped around your ex.**
It sounds like a kind of silly rule, but people are strangely judgmental about that. I know because I've done it. Similarly, don't put your arm any person of the opposite sex who could be mistaken for an ex.

Evan Marc Katz – Finding the One Online - Transcript

I've had photos of me and my sister or a friend who I was out at a bar with and people fairly or unfairly seem to be threatened when there is a photo of you with someone else who might be attractive. So you can't go wrong by just making sure that if you're going to post a photo, don't put it around someone who looks like they could be dating you, even if it's your own sister.

- 3) **Don't post a photo taken in a photo booth or by holding out your own arm, or standing in front of your couch or on a webcam.** These are low quality photos, the cell phone photo, these are not the photos you want for your profile.

They're fine to send to someone in a pinch: "Hey look at me, I'm at the Radiohead concert!" This is not what you want to do when you're representing yourself in a profile. It's the equivalent of going on a job interview and wearing a pair of ripped jeans. This is the first impression you're making, and you couldn't take the time to get a good photo?

- 4) **Don't post a photo with someone's face blacked out or someone's body cut out of the picture.** If you can't find a good picture of you without your arm draped around your ex, take a digital camera and get a good picture of you. Cutting someone out is a little bit tacky, I would say.

- 5) This is a big one: **don't post a photo where you are not smiling.** A lot of people say, "I don't really like my smile", "I'm not really good at smiling", "I'm uncomfortable in front of the camera", excuse, excuse, excuse. Understand that smiles are the universal language. Smiles are what allow us to approach each other.

I had one client who said, "Well, models don't smile." I told her that models don't have to smile but the rest of us do. A man logically, think about it, is far

Evan Marc Katz – Finding the One Online - Transcript

likelier to approach the woman at the bar who is smiling than the woman who's got her arms crossed and pouting. Smiles make us feel approachable. They're warm and likeable. You can't go wrong with a big, happy, I'm-about-to-burst, I'm-about-to-laugh smile. There shouldn't be anything else.

- 6) **Don't post a photo where your friends are more attractive than you are.** I know it's hard to judge, but if you're standing next to a knockout, the person viewing it can only hold it against you by comparison. It's great if you keep the company of good looking people, but the thing is the stranger who is browsing on your profile is unconsciously comparing you to everybody on the entire website.

For you to make that comparison even more stark by putting yourself next to someone who is stunning doesn't serve your self interests. It just doesn't make for smart advertising. It's like advertising a Ford Focus by putting it next to a Ferrari. Not that you're a Ford Focus, but you get the point. ☺

- 7) **Don't post a group photo where a casual viewer can't figure out which person you are.** Better yet, make sure your group photo is close enough that we can see you smiling. There's no point in posting a family reunion shot where there are 20 people or the corporate office retreat. Any person is here to see YOU. They're not here to see the Rocky Mountains, they're not here to see the sunset over the ocean, they're not here to see the whole family. They're here to see you.

- 8) **Don't post a photo that shows too much skin. By the same token and I've thought about this a lot, don't be afraid of showing your body.** There are cheesy bikini shots and washboard ab photos, and then there's clothing that actually flatters your figure. If you have a lean body, show it off. If you have cleavage, you don't have to hide it. It's better to get someone's

Evan Marc Katz – Finding the One Online - Transcript

attention than to have them glide right past you, but you don't want all your attention to come from the fact that you showed a ton of skin.

It should be balanced. You should look good because this could be a selling point. But when you go too far, it becomes a turn off and you end up attracting the wrong people with too much skin.

- 9) **Don't post just one photo, nor should you post twenty photos.** You want someone to get a glimpse into your life. You don't want them to see everything.

Did you ever go to someone's profile and they've got like a whole photo album in there, to the point where it's dizzying and somewhat narcissistic. Like get over yourself with all your photos. Yeah, you think you're really cute. Wonderful.

Similarly, the person who has just one photo is opening up to a certain amount of skepticism. You mean you don't have anything else that shows what you look like in any other context at any other time of your life? Have you never seen a camera? Sometimes when people put just one photo up, it makes casual strangers wonder, "Is this really how they look or is this just the one greatest photo they've ever had?"

Showing a plurality of pictures could be useful and that's what we're going to talk about. We're just starting with the what-not-to-dos first.

- 10) **Don't post redundant photos.** Four pictures in the same outfit on the same night? What's the point? Show different looks – all of which have that same amazing smile. Why not show different photos that have some context instead of just "Hey, look at me in my favorite white shirt."

Evan Marc Katz – Finding the One Online - Transcript

So I just told you what NOT to do, what DO you do?

Close up, smiling, digital, preferably professional photos for your primary shot. Your first photo should be the magazine cover that gets people to take notice. **Your secondary photos, the ones that come after that good close up digital smiling shot are real-life active shots, showing you being you.** Dressed up for Halloween with your best friend. Dolled up to go to a family wedding. Out on your sailboat. Playing softball with your son. But every single photo is recent - in the past year or two - and shows a little glimpse of what your life looks like. It's not just "Here is my face here, here is my face there, here is my face there." You want some variety that shows different looks.

When I was first dating online, I had a picture of me standing out in Central Park. I did have a picture of me in costume on Halloween, a picture of me and my mom in a limo, a picture of my sister and my friends and I out on the beach, and a couple of professional shots - a close up and a full body shot.

If you get professional shots, don't put all of them up. You'll get 10 pictures, 50 pictures, 100 pictures; put one up as a primary, the best one. **Put a full body shot up as your fourth or fifth picture.** In between that, post some real life photos and **save the rest of your photos for emailing to people or maybe to rotate in later in the year once this set of photos have gotten stale.** So maybe in 6 months you put up another picture from that shoot that shows a different outfit and a different look.

Don't make yourself look too professional and too polished because that seems like you're trying too hard, even though everything we're talking about here is putting thought into being creative. Putting up a whole professional photo shoot seems like you're trying too hard.

Evan Marc Katz – Finding the One Online - Transcript

If you want professional photos, I highly recommend them. I've had them done myself multiple times, please go to e-cyrano.lookbetteronline.com. Photos are really reasonably priced, they're pros, they're all over the American continent and I highly recommend them. And as long as you're not having your photos heavily Photoshopped, it is not disingenuous to use a professional. It's actually quite smart.

Exceptions:

Now I'm obliged to talk about exceptions to these photo rules. This is stuff you need to pay attention to because you may have questions. So first of all, if you're a young and/or very attractive woman – to the point that you get hundreds of emails, you shouldn't post a photo.

If your reaction to “He's telling me I shouldn't post a photo” is that “nobody will write to me”, yes, that's the entire point. You don't need the validation or the attention or the ego boost. You need to be able to enjoy the dating process – and it's impossible to enjoy the dating process when there are hundreds of men hunting you down. So take control of your own love life, Miss Popularity, by dating without a photo and initiating contact with only the men that YOU want to meet. You don't have to deal with all the riff raff who write to you just because you're cute. If your profile is good enough, I can assure you, the guy is going to write back to you and be pleasantly surprised when you later email him your beautiful photo.

The only other reason for anybody not have a photo, apart from saying “I'm flooded with people, I need to cut the tide here”, the only other reason not to have a photo is because you're a public figure. You're famous, you're the mayor, you're the most prominent psychologist in town and you don't want your patients knowing about you. But otherwise, get over the privacy/anonymity thing. **Dating without photos is like going to a party with a bag over your head. With no photos, you**

Evan Marc Katz – Finding the One Online - Transcript

have to extremely proactive because you can't count on others to write to you.

Three other photo points before we move on:

Looks matter. I know its silly to say it but I don't want anyone telling you any different. This is the nature of the beast and **it is perfectly reasonable to want to see a photo** before you talk on the phone or meet. If you were talking to someone without a photo and having the greatest conversation, you have every right to see a photo. You shouldn't have some stranger meet you out because they say they haven't gotten one.

Frankly, there is no excuse for not having a photo in this day and age – yes, even if you're in your 70's and don't own a digital camera. If someone tries to pull the “you don't need to see a photo of me” card, you are perfectly entitled to the “you don't need to go on a date with me” card. You do not need to go on a literal blind date with someone who is too lazy to show their face.

Others who don't post photos, we talked about this, but I want to emphasize: if you're in this group you can get away with not posting a photo.

- 1) Politicians, actors, television personalities, high profile.
- 2) If you have a job that requires secrecy: military, clergy, psychologist.
- 3) People who are recently out of a relationship and just trying to be respectful of their partner might want to date online without a photo.

But know the biggest group of people who never post photos are married people who are looking to cheat from the privacy of their offices. I hate to acknowledge this but it's true.

Evan Marc Katz – Finding the One Online - Transcript

Now don't be too paranoid about it, just remember that the only people who should be afraid of showing their faces online are Jennifer Aniston because she's beautiful, George Clooney because he's a public figure and Dr. Phil because he's married. But if you're a regular person like me – a diverse set of recent photos is a huge piece of your puzzle to Finding the One Online.

If you have something to hide in your photos, you better take ownership of it. I know I touched on it before and I'll touch on it again.

If you're 20 lbs heavier than you were at your last set of photos, you need new photos. If you're a lot greyer than you were at your last set of photos, you need new photos.

Anything less than representing the truth about how you look right this second is considered lying. And if you're comfortable lying to people about how you look, you cannot be surprised that other people are, too. Which means you might meet someone on the first date who didn't tell you he was a paraplegic or had a seeing eye dog. I've known people who had that happen. Not that there is anything wrong with being a paraplegic or having a seeing eye dog. It's when you're not up front about that and then you're duped into it, there is going to be a lot of resentment that is going to be next to impossible to overcome.

I want to go back to the married thing for a second, just because I don't want to spread too much paranoia about online dating. Understand that if someone is married and cheating online, they probably wouldn't post a photo. So if you restrict yourself to talking with people who do have photos, it's pretty safe to say that you're not going to find a married person. Married people do not want to out themselves by posting their photos. It makes perfect sense and is very, very logical. So stick with people who have photos and you're not going to run into too many married people.

If you ever want to take a chance on writing to someone who doesn't have a photo, however, sometimes the most beautiful women anyway don't have photos simply

Evan Marc Katz – Finding the One Online - Transcript

because they have too much attention when they had their photos up. So taking a flyer on a woman who doesn't have a photo up is sometimes worth the risk. The most beautiful woman I ever dated was someone who didn't have a photo and she wrote to me. I think that is worth mentioning.

Most important in this photo section is knowing the value of that first photo, that primary thing that people see when they look at your profile and are taking this seriously. If you like seeing someone who has a clear, recent, smiling digital photo, it makes sense for you to get one too!

Photo Review:

- 1) Photos should be taken within the past year.**
- 2) Photos should have a big, happy, inviting smile in every single shot.**
- 3) Your photos should all show different looks. There is no point in having a version of the same picture of you in shot after shot after shot.**
- 4) Your photos should have context and show you being you – not standing in front of a door way with your arm outstretched because you need to get a picture before you leave for the night. You want to see a glimpse of what your life looks like through your photos.**
- 5) I highly recommend professional photographer near you, just by typing in your zip code at e-cyrano.lookbetteronline.com.**

Now I would like you to turn to the photo section of your workbook and spend a couple of minutes looking at that, and I'll see you in the next section.

Evan Marc Katz – Finding the One Online - Transcript

Section 5 –Understanding the Subscription Process and Conducting a Broad and Effective Search

There is a lot to cover in this section and the search part is a lot more material then the subscription part. So we'll hit the subscription part first. Now understand the difference between the subscription and a membership. A membership on any dating site is free. A subscription means you pay to contact others.

So understand, membership is free: it means that you can go onto any online dating site, fill out a profile, look around, make a favorites list, send some of those free winks or flirts or teases – free, free, free. But **if you actually want to write an email to someone or read an email that someone wrote to you, it means you have to pay for a subscription.**

Most sites offer 1 month, 3 month, and 6 month subscriptions. Match offers 6 month subscriptions with 6 months free if you don't find a relationship and keep your profile up during that entire 6 months. So that's just a current offer and may not be present the next time you log on there. But understand that the longer period of time you buy for, the cheaper its going to be.

Subscriptions renew after a month. You don't buy a subscription for 30 days and its over; it's closer to a renewable gym membership. So don't be surprised if you buy a one month subscription for "x" dollars and then the next month you get a bill for the second month.

If you want to cancel a subscription, you have to log onto the website and click on a button in the account management section or something where you cancel your subscription.

Evan Marc Katz – Finding the One Online - Transcript

Hiding your profile is not cancelling your subscription; no more than hiding your magazine is going to stop it from coming each month if you have a subscription. So just taking yourself down from a website so people can't see you is not cancelling your subscription. You actually have to go to the website and there is probably some button where you deactivate yourself. It's not generally writing a letter to the company even though as a guy who used to work in customer service, people would write us letters and we would say log onto the website and click the button to cancel your subscription.

Now don't cancel your subscription unless there are literally NO people using the site in your area. **Canceling an online dating subscription after a month is like quitting the gym after a month. It's setting up the expectation of miracles and assigning disappointment when those miracles don't happen. Remember how many times you've been in love in your life? Why would you expect it to happen in the next 30 days?**

So the idea is when you're signing up for a subscription for an online dating site, you don't want to think short term, you want to think long term. Now by the same token, nobody wants to be on an online dating site for 10 years. I did it online for 10 years but most people don't want to think of themselves as doing this for a long period of time.

You're really not going to do it for 10 consecutive years. What is going to happen is that you'll sign up for a 6 month subscription because it's a good price and 3 months in, you'll start seeing someone. After a month, that's not going to work and you'll go back to your subscription and you'll use it up and continue on a monthly basis after the 6 months. Then you'll find a relationship and cancel your subscription and take your profile down. Then a year later when that relationship doesn't work out you'll come back.

That's the way online dating works. It's always there if you need it. **You don't have**

Evan Marc Katz – Finding the One Online - Transcript

to do it every second of every day but thinking of it as a 30 day

proposition is setting yourself up for failure. The odds that you find a special relationship in 30 days is slim and going through this as if you're in a rush is also a ticket to failure. You're not in a rush, as much as you would like to find a relationship.

Now remember you may think, "There are no new people on the site, so why should I keep on going?" That's rarely true. Unless you're on some small little dinky site that no one has ever heard of, there are ALWAYS new people. Someone's best friend gets married, they say, "Hmm, that's a good idea, maybe I'll sign up." Someone's six month relationship ends, they sign up. Someone sees a banner ad on the internet for the first time, they sign up. **The person who may be your future partner might not be using your website right now, might not even be online dating right now. But if you quit, you'll never know if your future spouse signs up in the next three months.**

If you give up and call it quits, you have no idea who is just getting out of their divorce and is ready to date. Or is suddenly inspired by someone else's happy tale or sees an article in the paper or something in the news that inspires them to take their love life into their own hands. So the idea is to incorporate this into your life the way you would anything that you take seriously. If its piano lessons or studying for the bar exam or losing 20 pounds, you don't do any of these things in a short period of time. You look at it in the long run view.

"What do I potentially gain from putting in this time and energy?" You potentially gain a life partner. So this brings us back to the goal of a subscription. It's to be able to communicate with people. It is not to be able to write to everyone on the website in the first month before your time runs out. It's very tempting to do so. "Look at all these people I would love to meet because they're so attractive. I'm going to send a flirt, I'm going to write an email to everybody, because it's a numbers game. Let's just see what comes back."

Evan Marc Katz – Finding the One Online - Transcript

Now you've burned through the entire inventory of the website. You're 2 weeks into your subscription, you've been rejected by mostly everybody and you haven't gotten anything out of your experience. We'll get into how to do this successfully later. But from my standpoint, online dating is supposed to be able to consistently create a balanced love life for you, so you can go on quality dates as frequently as you want and pace yourself. You can always come back for more next month or the next month or the next month.

It's not about going on 6 dates a week for 4 straight weeks and then cancelling. Going on 6 dates a week is pretty much assuming that most of them are going to be failures. You don't go on 6 dates a week because you think they're all going to be great. You're just trying to get through the numbers and **I really want to encourage you in Finding the One Online to not try to burn through the numbers but to pace yourself, be selective, make good decisions that are consistent with your goals** and understand that a subscription from an online dating site is something you could afford to renew month after month after month without really worrying about getting kicked out of your house. If you're listening to this CD, that's probably the case.

At this time of my recording, the price for [Match](#) is \$44.99 for month, \$68.97 for 3 months, and \$119.44 for 6 months. I spent \$120 on dinner on Saturday and that would be for 6 months of [Match.com](#), 6 months of being able to meet people that you would never meet in real life. That is the best value you could fathom compared to what we spend money on, disposable things, like clothing and food and alcohol. So try not to get too cowed by \$100 for an online dating website; it's nothing for what it gets you.

A subscription for [eHarmony](#) is the most expensive, it's \$59.90 a/month, less than your Direct TV bill. It's \$119.85 for 3 months, \$179.70 for 6 months, and [eHarmony](#) actually has a one year subscription, which a lot of others don't have. It's \$239.40 a year.

Evan Marc Katz – Finding the One Online - Transcript

Opening Your Search

Now we're going to talk about searching for the right one in the process of dating. And again this is going to be a longer section so bear with me.

I want to start with a story. It's a favorite story of mine because it was a favorite client of mine who I worked with for 8 weeks. She was very serious about love and relationships and figuring out where she was responsible for what was going on in her love life.

She had tried hard, she read some books, she was on Match.com. She went on 30 dates in one year and didn't get asked out on many second dates. Really sort of struggled and didn't understand why. We did a lot of coaching and by the time we were done coaching she had gone on 3 second dates in one week, which for her was a triumph. She was getting better at dating. There was great progress.

She wanted to continue her studies. I recommended a relationship seminar taught by [Allison Armstrong](#). In this seminar, there are 3 men who are on stage, talking to women about relationships and things like that. So my client is looking at the men up on stage before they're about to speak and she does what a normal 40-year-old single woman does - kind of gives them a quick evaluation. "Would I date any of these guys?"

She looked at the one on the left and he's a little short, looks at the one in the middle who is a little heavy and looks at the one on the right and he's kind of gray and old looking. She says to herself, "Yeah, not really my type." Then these men started speaking about dating and relationships and she's listening to these guys and they're smart and they're funny and they're charismatic and self aware and they're relationship-oriented. And within 15 minutes she says to herself in her head, I would actually date any of these guys. I would be lucky to date any of these guys!

Evan Marc Katz – Finding the One Online - Transcript

That was revelation number one. Wow! The next revelation - the one that I didn't teach her, the one she figured out for herself was this: **these are the same exact guys that I am rejecting routinely on Match.com.** This is online dating in a nutshell. This is where it all goes wrong.

We're so discriminating, we're so judgmental of people just based on these quick surface things. He's got some gray hair, he's a little shorter, he's a little heavier. Certainly men are more shallow, if you flip the whole thing over. What we forget is in real life, when we meet someone, we don't dissect them like that. We give them a shot. Then we say, "Huh, I never really would have picked this person out of a crowd, but yeah, I think I like this person." Online, we don't give anybody a chance.

We start our searches with the intent to create the perfect partner. We list all our criteria. Here is the person I'm looking for, he's going to be 6' tall and he's going to be a Presbyterian and he'll live 2 miles away and he'll make \$500,000 a year and he doesn't smoke and drinks on alternate weekends. We'll put in those criteria and we often come up really, really short, cause (a) that guy doesn't really exist and (b) if he did, he might not be a good partner.

So we go through this search process online as if we're shopping on Amazon. We're dialing up the perfect mate. It doesn't always work that way. If everybody does that to us, we wouldn't fall under many people's searches at all. If someone is dialing up their perfect guy they're probably not dialing up a guy like me who is 5' 9" and has an average build and x, y and z. There are a lot of people that I wouldn't be on their radar but in real life they might find me funny, charming or interesting or whatever.

So we're sort of caught up by how it's supposed to look - and it's an illusion. And **it takes a lot of presence of mind and a lot of power to look past just the surface**, that list of criteria that we build everything around on the online dating

Evan Marc Katz – Finding the One Online - Transcript

process. We need to open up.

So here are some of the things I'm going to ask you to do. I really encourage you to be open even if some of the things I'm saying rub you the wrong way, or don't sound right to you. The reason I'm telling you this is it works, it makes a difference and I can tell you story after story after story of what a difference it makes.

So if we're using Match.com as an arbitrary example, you use the function they have available on their website called Reverse Match. Reverse Match shows you who is interested in meeting you. It's really, really important. It's not just who you're interested in meeting.

Most of us with the online dating process, we're looking for what we're looking for. I'm looking for a woman 25 to 35 within 10 miles of my home who is slim or slender. And then that's what I end up looking for and I don't give a chance to the person who is 36, and I don't give a person the chance who is a few extra pounds or even average because my fantasy person looks like a model. You can see why that's a losing proposition for all parties involved.

So instead of just looking for what you're looking for, you're going to try to find out who is looking for you. Reverse Match is going to show you who is age appropriate, who is distance appropriate. What I see from my seat logging into people online dating profiles with my clients is we tend to make these big old favorites lists when we're doing a search but we don't really pay attention to what people are looking for.

Say you're a 50-year-old woman and you're looking for a man who is 45 to 50 because you're young for your age. And all the 45-year-old men are looking for 35-year-old women. Then it doesn't really matter that you think you're appropriate for him. He's still looking for a 35-year-old woman. Now it could be his loss, he might not get the 35-

Evan Marc Katz – Finding the One Online - Transcript

year-old woman, but he's entitled to think he wants it.

Your best target is the person who is open to dating you. So I might repeat myself later but I'll tell you **the 2 most important qualities in a person that you're looking for online are** (a) they're actively using the website. They've logged in within the past 1, 2, or 3 days and not a week, 2 weeks, one month. That's useless. So **(a) they're actively using the website and (b) they're potentially interested in dating you based on their criteria. You're what they're looking for.**

So when you do the Reverse Match function, it's going to show you the people who are open to dating you. Do your best not to just judge on looks if you can help it. Of course, you put 2 women side by side, 2 men side by side and one is more empirically good looking than the other, it's easy to say "I want the better looking one. Why would I take Choice A when I could take Choice B? Why would I go out with the 5 when I could go out with a 10?"

Pay attention to who they are, to what they wrote. You never know who is out there. I've found five girlfriends online in my life of online dating, so I'm a big believer that this works, but I never ever would have met my own wife online. That doesn't mean that there is anything wrong with online dating, it means there is something wrong with me, and probably something wrong with you because we box ourselves in with our preferences.

My wife is older than I am, she's a different religion than I am, she's got different political affiliations. She's a decent writer but not a master wordsmith. I know myself well enough to say that if I had seen her and I probably wouldn't have chosen her because she wasn't in my age bracket. If I had seen her online, I would have been closed to her and she would have been closed to meeting me. So remember, start with who's looking for you and don't assume that you know the full story about everybody just based on a

Evan Marc Katz – Finding the One Online - Transcript

couple of descriptors in their profile. We don't know who anybody is until we actually get to know them.

Now if you go through Reverse Match and you don't like most people, that's okay. **The whole point of Reverse Match is that it's designed to save you the trouble of scrolling down in EACH person's profile to see if they want to date you.** You can click on all the people that you want to date, type in 40 to 50 - those are the men I want to date. But again, if all those guys are not looking for someone your age, it doesn't really matter if you're enamored with them. **If that person isn't open to meeting you, there's not much you can do. No more than someone can convince you if he's writing to you from a different state or if he's 20 years older than you,** he's not going to convince you to open up to him.

Our job is not to convince other people to open up to us; our job is to find the people who do want us as we are. And that's the thing with online dating and these searches, the more criteria we put in our searches...if you're doing a quick search or a forward search where you list those criteria - the more things you layer on, the harder its going to be to find someone.

So even if you're not using Match and the Reverse Match, if you're just on a regular conventional online dating website and you type in "I am a woman, I am seeking a man between this age and that age, 40 to 50"...what about 51? What about 52? We have to think about these things. "Someone who drinks socially". Well. if he wrote he drinks "occasionally" he won't appear in your search. If you say I'm looking for someone who is Catholic because you're Catholic, that's great, but if he's another Christian denomination and you didn't click that button, you've eliminated him.

So all we're doing by layering criteria on is eliminating people who actually may be perfectly suited for us. We're just assuming that they're not.

Evan Marc Katz – Finding the One Online - Transcript

At the beginning of the online dating process, it's really important to open up your funnel wide, just to see people. **You're not obligated to marry the person that you're looking at on the dating site.** You're just looking. Right? You look through hundreds of people and you sift and you're open and you write an email and if the person doesn't sound interesting or they're rude – delete, next. A couple of emails – delete. Phone call boring – next. First date, no chemistry – next.

The idea that just looking at people - many of whom are wrong for you - is somehow problematic, well, that's what is problematic. The idea that we should eliminate everybody from contention who just doesn't fit the bill. Because as I said my wife doesn't fit the bill, my previous girlfriend did not fit the bill either, based on what my criteria are. So we have to get away from those criteria.

When you're doing your search for example, when you're doing your Reverse Match, there's usually a button that allows you to sort through your entries and put them in a different order. **The order you want to use on any website is Sort by Activity Date. That's going to show you who's using the website NOW,** someone who has logged in in the past 5 minutes, the past hour, the past 2 hours – in reverse order. As I said earlier, it's not just who is interested in you, they have to be using the website as well.

You go to a website like Match and you write them an email. Well, if they let their subscription lapse and they don't log in for a month, your email is just deleted and you wasted your time. So again, you want to write to the people who are using the website actively. And usually the tab to search under is not “photos” or “distance”, it's “activity date” to see who's using the website now.

Now if you search through 500 profiles, what you want to do is make a favorites list. You can go and search every time you're on the website but it just seems like a lot of

Evan Marc Katz – Finding the One Online - Transcript

work. What I recommend is once you're all set up with your hidden profile and we'll talk about that later, you **go through 500 people in your search and you make your favorites list by clicking a button that says "add to favorites" or "hot list" or whatever it is.**

Now if you go through 500 people, it's going to take you a couple of hours. But you don't have to lower your standards. If you choose 1 out of 15 people, you'll end up with over 30 people on your favorites list. 1 out of 15 people. And if I do a little quick math in my head, that's like, I don't know... 7%. That would make you more selective than Harvard University, which I think admits 8% of its applicants.

So if you're more selective than Harvard University and you choose only 1 out of 15 people on a dating site who are attractive enough to even be considered for an email, you're super selective, and you're still going to end up with over 30 people on your list if you're starting with a base of 500.

Now you don't necessarily need that many, but remember, this favorites list it's a pantry. You're saving these people for later. You're not writing to them all now, it's not all instant gratification. It's having a plan, it's being patient.

Now you can and I certainly did when I was online, log in and do a search and see if there are any new faces. You can add people to the favorites list each time you search, and remove people who you wrote to if they didn't write back. If they quit using the site and they haven't logged on in 2 weeks, remove them from the list, add a couple of new people. This is a rotating document, but it's used so you don't have to do a search every single time you're on. You can go on and look at your list of 30 favorites and say, "Hmm, which 3 people do I want to write to today?" Instead of burning through 30 people at once and saying "What do I do now?"

Evan Marc Katz – Finding the One Online - Transcript

You see what happens if you write to 30 people at once. If 20 write back, you're screwed because you can't date 20 people. If 5 write back, you've been rejected by 25 and now you have to date 5 people at once. So the idea is to be methodical and pace yourself. Again, we're going to talk a lot more about how to write to people, how many people to write to, how to pace yourself. Right now we're focused on the searching for your favorites list.

You can do other kinds of searches. Different websites have different functions. On Match.com, you can search by keyword. I'm into horses and you type in horses and see what people also typed in horses. You can search by username, what the people call themselves. Most people do what is termed earlier, "a quick search" – people put in their age, they put in their distance range, and then they'll either click go and do a search or they'll click down all the criteria. He has to have a master's degree. He has to be at least 6' 1". The more things you layer on top, the more trouble you cause for yourself. **You want to click "any" for as much as possible**, click on the any button where you're open to everything, unless it's a big deal breaker.

So we start with age, think about it. Age doesn't matter unless you're a woman in those child-bearing years or a man who wants a woman in child-bearing years. For the most part the difference between 53 and 55 is negligible. 46 and 44, it doesn't really matter. So let's think about that when we're doing our searches who we're open to. Yes, we might want someone who is more our age, but if you're a 44-year-old woman, and you say "I want a guy 35 to 45, 'cause that's my taste. I'm youthful and vibrant and all that", cool. If Mr. Right knocked on your door and he was 50 and had a ring in his hand and he said, "I've been sent down by God to make you happy. I'm your perfect man and I just happen to be 50." Do you slam the door in his face? I hope not.

That was a fantasy, but real life lets us forgive our own criteria. I would never date a Republican, unless she was the person who would make me happy. I would never date someone who was 5' 6", unless he makes me happy. We break our rules all the time in

Evan Marc Katz – Finding the One Online - Transcript

real life and we understand that about ourselves. We justify it and yet we cling to our rules online, as if we open up to someone we might not expect to open up to, we're sealing our fate and we're settling.

In real life, people date outside their race, religion, height, weight, you name it. So unless it's a deal breaker don't put restrictions on your search criteria.

If you're a strong Catholic and you go to Mass on Sundays then yeah, that might be a deal breaker. Just know the more restrictions you put on, the fewer people there are to search from and you're eliminating a lot of quality people. Just because you're turned on by a Masters degree because you're educated doesn't mean that everyone who doesn't have a Masters degree isn't smart enough for you and doesn't value education.

I take umbrage: I don't have a Masters degree. I dropped out of grad school. It's actually a favorite story of mine. Before I started this business, I was working in customer service at JDate and a woman called up to cancel her subscription. I was just a humble guy answering phones. I tried to talk to her and why she shouldn't cancel her subscription and she said, "This site is just filled with losers. Everybody here is a loser. I went to Harvard, I'm the Vice President of a company, nobody here is smart enough for me."

Well, with that attitude, sure. I said, "Well, you have to understand, just because you went to Harvard..." She's like, "Well, I search for all the guys with PhD's, I searched through all the guys who have Masters degrees and there is nobody." I said, "Well, you know, there's other people. You can give the Bill Gates example, the guy didn't even finish college and he turned out okay." "Oh, I even searched through those people who didn't have advanced degrees - and there's nobody", she replied.

And I remember saying to her, "Well, I graduated Magna Cum Laude from Duke University and I'm using this website." She said to me, "Then why are you answering phones at JDate?" I love that story and the reason I love that story is because two years

Evan Marc Katz – Finding the One Online - Transcript

later I got an email from that woman. She didn't know who I was. She wrote me an email introducing herself to me. Two years later, she was still using the website and she managed to come back. I was still using the website. I was no longer working at the company. I just wrote her a quick note and said "Thank you for your interest, just so you know I was the guy that you called to cancel JDate. Here is my book and my website - thank you for your time."

So that's what happens when you make assumptions about people. Someone who answers phones in customer service must be an idiot, if that's what they're doing for a living. Must be. Somebody who doesn't have a degree can't be smart - and we make these assumptions. Every single person who is separated must have been kicked out of the house by his wife and living on his friend's couch for the past 2 weeks, instead of: maybe he's been separated for 3 years, his wife lives in another state with another man, he's already had a 1-year relationship since she's left and he's perfectly ready to date, his divorce papers just haven't gone through.

People see separated and they go "Oh, that must be too much trouble." We make all these assumptions about people, we make up stories based on nothing. "A guy who is 5' 6" must have issues, he must have a Napoleon complex. He's not going to feel masculine to me." We just make up these stories. Everything: separated, height, religion, educated...I had one client who would scroll all the way down to the bottom of a guy's profile to that part where it lists turn-ons and turn-offs and one of his turn-ons was erotica, which I think is just another word for porn, which pretty much just makes him a guy, right? I mean, he's interested in porn - it makes him human.

Well, the way she read this was, "If a man is interested in erotica, he must be some perverted sexual deviant freak, and I don't want to get involved with a guy who is interested in deviant, awful, pornography." She told herself a whole story about what a guy who clicked on the erotica button as one of his 10 turn-ons, she told herself a story about who this guy was and she was eliminating guys routinely because she would go all

Evan Marc Katz – Finding the One Online - Transcript

the way down and assume that had to mean something.

Ask yourself if you do this. Ask yourself if all the things that you read in someone's profile, you turn into a story. The man writes something sweet and heartfelt about romance and you say he's too cheesy or the woman talks in her profile about how she wants a man who is financially stable because her ex-husband blew all his money on gambling as far as we know. He reads, "Oh, I want a man who is financially stable" means she must be a gold digger.

Listen to the stories that we tell that aren't true. We have no evidence to support them. We have to find out the truth by going through the dating process: email, phone, first date, second date, etc.

So the way I would recommend you do this, of course, is that **every day, for 10 to 15 minutes, you're going to log into your dating site**, every day like brushing your teeth and you're going to do a search – whatever kind you choose, making sure that whoever you're putting on your favorites list or you're considering **writing to wants to date YOU, not if you want to date them.**

He says he wants a slender woman only, and you're full figured, you probably shouldn't waste your time. She wants a man over 6' tall, and you're 5'7", probably not the best investment of your time. It's not fair, it's not right, but people have tastes, people have preferences and you do, too. And your greatest shot of success is the people who **WANT** to date you, not those whom you have to convince.

Trying to convince someone to give you a shot against their will and their criteria is the same as the person who you don't want to date trying to convince you. It's a big, honking waste of time and yet that is most of the way that people pursue their online dating experience, complaining that all the wrong people write to them, none of the right people write to them. It's that big, big disconnect instead of trying to figure out

Evan Marc Katz – Finding the One Online - Transcript

who is the right person. “Who haven’t I really looked at with the right eyes?” is what I’d ask you.

Now if you go through all of Match.com, the world’s biggest dating site with 20 million profiles on it, and you only find seven people on your favorites list, you’ve probably been too choosy. (Now this doesn’t apply if you’re 85 and there aren’t very many people in your demographic or if you live in Iceland or some semi-densely populated place). But understand you can’t be that choosy and date successfully in a high volume medium like online dating where everybody is talking to lots of people. You’re emailing 10 and talking on the phone to 5 and you’re meeting 3. And if you’ve determined there are only seven people on the entire site you would even consider having a conversation with, you’re eliminating everybody off the bat. At a time that your funnel is supposed to be really, really wide. Remember that funnel can always narrow later. You’re not marrying each person that you look at, you can always eliminate them.

This is the search process and what I highly recommend to you is to consider how choosy we all are. And if we’re all so choosy, then none of us ever connect. And we can’t make other people open up even if they should, we can’t make them open up to us. But we can be open to other people. And just because someone has a great profile, just because someone is gorgeous doesn’t mean they’re that great in real life, I hate to tell you.

Statistically speaking, someone with a knock-out profile is probably going to be worse when you meet them in real life. And people with an average non-descript profiles are going to be more interesting in real life.

I’m going to leave you in the search section with a story about a client of mine who we rewrote her profile, we got her a lot of attention, gave her everything she was looking

Evan Marc Katz – Finding the One Online - Transcript

for. She's in her early 50's, and the cutest guy on the website she wanted to meet wrote to her. She signed up to meet this guy and he wrote to her along with a whole bunch of other people.

So suddenly she has a lot of attention - this woman in her early 50's. She's not a particularly confident dater and she starts corresponding with these guys. She goes out with the guy that really excites her, like THE one. She meets him in person, he's a dud. He doesn't look as good as his picture, talks a lot about himself, not really that interested in what she has to say. Blah. Bad date.

This was the guy, like she thought she was going to marry him based on his profile. Do you ever have that feeling? You look at someone's profile and you tell a whole story about how perfect you are for each other. Guess what? Reality doesn't always adhere to our fantasies, based on a photo and an essay.

The next guy she went out with was this nerdy scientist guy. This guy that she didn't even want to go out with. She was like "Oh, he seems nice enough - it won't hurt." This guy she ended up dating for the next 6 months. He was a sweetheart of a man. The guy who was "eh" turned out to be her boyfriend for 6 months.

This happens all the time and it takes great presence of mind to be able to work around our natural impulses to just get online, do a search, put the top 20 people who look like they should be in GQ or Maxim magazine on your favorites list and say these are my people. These are the ones I want and I won't date anybody else without recognizing that **these people are (a) flooded with emails, (b) not as great in real life and (c) probably not going to write back.** We're much better off looking for the quality folks, the people who are 5's and 6's and 7's. I hate to rank people, but it's a language we can all speak. **Write to the people who are normal people who are 10's in the areas where it counts: intelligence, kindness, integrity, honesty, trust, humor. You can't always tell that from just a pretty photo.**

Evan Marc Katz – Finding the One Online - Transcript

Subscription and Search Review

- 1) Subscriptions are supposed to be like gym memberships; they're used for a period of time consistently, not just for one intense month.**
- 2) Start your search with the broadest possible criteria, only eliminating people based on complete deal-breakers like living in Nigeria or being a different religion if you're super observant.**
- 3) Don't assume that all people of one type are the same. Not all separated people or divorced people or Catholic people or people with children are the same. Whatever you assume about a group of people is wrong more often than it's right.**
- 4) Unless you're one of the twenty best looking people on the website, your favorites list shouldn't exclusively have the twenty best looking people on the website.**
- 5) The best candidates for your favorites list are the one who is a) actively using the site each day, and b) looking for someone of your height, age, weight, ethnicity, body type and geographical distance. Otherwise, you're probably wasting your time.**

Evan Marc Katz – Finding the One Online - Transcript

Volume 3 – Writing a One-of-a-Kind Profile and Understanding the Opposite Sex

Section 6 – Writing a One-of-a-Kind Profile

Now this is a subject near and dear to my heart. My whole business started from online dating profile writing and grew into a much bigger dating coaching practice. And it's something I feel passionate about and I actually think that will make a huge difference if you can embrace some of this stuff you're about to hear in the next half hour.

So what is the deal with profiles? Do people actually read them? Isn't it all about the picture?

Well, listen, a photo is important, no doubt about it. No one will argue that. The best essay in the world with an unattractive photo is essentially worthless. However, when people are searching through hundreds of photos and profiles, having one that stands out is an incredible asset. Just like having an amazing resume on your job hunt – it doesn't guarantee a job, but it puts you in a much better position for one.

Plus, **there's an unheralded reason to have a unique profile that doesn't sound like it could be written by anybody else in the world: it makes it easier for someone to write a first email to you.** It also means you're going to get into more interesting conversations than "Hey, what's up?" I've had most of my clients remark to me that they're shocked at the things that people respond to in their profile. It's always the most random things – because those random things are EASIER to write to. It's hard to write to a woman who says she's looking for an honest relationship-oriented man. It's easy to write back to one that says that her ideal mate would be a guy who's not afraid to cheer too loud at roller derby.

So I'm going to take you thru this process – it's long, it's detailed – it's kind of like a

Evan Marc Katz – Finding the One Online - Transcript

science – but it's something I really believe you can do to give your love life a jump, a big jump in the way you're perceived online. Because when people are looking at two identical twins, they're going to choose the identical twin who has more interesting things to say. And I've seen it over and over and over again.

I've written profiles for women who have gotten 100 emails in a day. I've written profiles for men that have gotten emails from 50 women in two weeks, including women that this guy had written to in the past who had rejected him. The point is that this stuff works. And if, after all the information I give you here, you STILL find you're struggling, that's okay. **Go to www.e-cyrano.com and use one of my experienced professional profile writers.** They will write your profile for you, using your words from a questionnaire and an interview you're given on the phone.

But before you have to go and shell out \$150 or whatever for an E-Cyrano profile, I would prefer that you learn how to do it yourself. So take out your workbook, take some notes and take a deep breath. There's a lot to learn.

The basic writer's edict that they tell anybody who writes is, "Show. Don't tell."

Now when most people write profiles, they're explaining who they are instead of introducing who they are through actions and stories. But if adjectives are what we use to describe ourselves, yet they're ineffective in actually describing ourselves, what are we supposed to do? Right? If you're telling people, "I am: nice, smart, warm, funny" and I could say that, and you could say that, and your mom could say that, yet that doesn't make for interesting reading, and yet it's all true, it sounds a little paralyzing.

Now understanding this distinction is what's going to make your profile take a quantum leap. There is so much to cover and I have a whole bunch of notes here, and I just want to make sure that we're covering everything. So keep listening and taking notes and I'll do my best to cover it all. I would say we'll start from the beginning. **But the main**

Evan Marc Katz – Finding the One Online - Transcript

principle of online dating profile writing is, “Show don’t tell.”

Now just the structure of an essay, it’s an arbitrary number, it’s something I made up and it’s not right, it’s not wrong, it’s just an opinion. But I would say that a profile essay about you, the main essay about you should be about 200 words. The second big essay about the person you’re looking for is also about 200 words. And those secondary essays “in your own words”, short answer questions, should be about 3 lines long, 4 lines long, 50 words, 75 words long.

And all of these essays are built on one principle - stories. **You need to tell stories because your stories are different than everybody else’s stories.** Now what makes a story? It’s not like a 20 minute story. **Stories are literally one line long. In that line, there is time, there’s place and most importantly, there is action.** With a good story, you look as close as you can, look at the world through a microscope and get as much detail as you can. You can always get more specific. The thing in most people’s profiles is they write generally, broadly and that’s why most people’s profiles sound the same. “Nice, smart, kind, etc.”

The way to do this is not say that you’re nice but give an example of nice. Nice isn’t, “I’m so nice, I’d do anything for someone I love.” It’s “I’d pick you up at LAX at 3 in the morning if your plane got delayed” or another example of nice, “I would buy thin mints from the Girl Scouts even when they ring my doorbell on Sunday morning.” It’s a story, you can picture it, it takes place literally in one line. You can see what I’m doing: I’m buying Girl Scout cookies - but I’m telling you exactly what I’m doing, the action that makes me “nice”. It’s the story that proves that I’m nice, it’s not just the assertion that I’m nice.

Nor is it the definition of nice. Don’t tell me what it means. For example, people say in their profile: I’m adventurous. And if I say, tell me a story about that, the story isn’t “I’ve

Evan Marc Katz – Finding the One Online - Transcript

travelled all over the world to 67 countries” That’s not an actual story about being adventurous. That’s pretty much the definition of adventurous: “I traveled all over the world to 67 countries.” The story would be one tiny example of you being adventurous. “I bungee jumped off of a 200 foot bridge in New Zealand.” That’s a story about being adventurous that you could put in your profile; instead of merely asserting that you’re adventurous.

Now the way to drill down and find these stories is just by looking closer and closer and closer like we talked about. And any sentence can do this, any sentence you can do this with. So instead of saying, “I like to travel” I would ask you to ask yourself where do you like to travel? And you might say, “I don’t know... Europe.” I would say “Where in Europe?” And you would say, “Spain”. And I would say, “Where in Spain?” And you would say, “Barcelona.” And I would say, “Where in Barcelona?” And you’d say, “Las Ramblas” and I would say, “What did you do in Las Ramblas?” And you’d say, “I drank sangria on Las Ramblas.”

So you see we’ve gone from, “I like to travel” - the most generic profile line of all time that everybody uses - to “I drank sangria on Las Ramblas in Barcelona,” which is interesting and specific and someone can latch onto that and say, “Oh my God, I’ve always wanted to go to Spain.” That’s how we facilitate conversation.

By being specific, you don’t eliminate anybody. It’s really important to understand that. You can’t be too specific. No one is going to say, “Oh my God, I can’t believe this person went to Spain. I can’t write to them.” They’re going to find something else in your profile that they respond too.

So focus your stories on what you DO or DID in a specific instance. What you do or did in a specific instance, not a general instance. So its not, “I read all sorts of books from fiction to non-fiction to magazines. I’ll read anything. I’m always in the middle of a good book.” That’s not a story; that’s a generality about you liking to read. I would

Evan Marc Katz – Finding the One Online - Transcript

sooner you find a tiny specific example. I used this in my profile years ago, “I want a woman who knows who wrote Portnoy’s Complaint”. It doesn’t mean that if you don’t know who wrote Portnoy’s Complaint, that we can’t have a relationship. It’s a hint, it’s a tease. If you get the reference, then wonderful, we’re going to have plenty to talk about. If you don’t, that’s fine. You’re going to like something else in my profile.

But when you’re telling your stories, always look closer. Don’t fall into the trap of redefining the adjective, which is telling me what the word means. If you want to say you’re athletic, don’t tell me, “I like sports.” We know what athletic means. If you say that you’re honest, don’t tell me that you’re trustworthy and everybody you know trusts you - because that’s what honest means.

The challenge is for you to give an example that illustrates that you’re honest, an example that illustrates in a story that you’re athletic. So to go backwards: if you’re going to build your profile from scratch, where are you going to start? Well, you need to find your core. **It’s not just about putting a bunch of arbitrary stories in your profile and stitching them together. The idea is to find what is really, really important to you.**

So I would start by saying what are the 5 adjectives you would use to describe yourself? I mean, really, the most important words you would use to describe yourself. If you struggle with that, how would your best friend describe you? How would your closest ex describe you? How would your mom describe you? What are the words they would use?

Probably the closest ex would be a good person to view yourself through because you are writing this for an audience and you have to make sure you’re appealing to your audience. So what are those great characteristics that make you, you? Don’t put too much weight into the ones that sound like you could be bragging.

Evan Marc Katz – Finding the One Online - Transcript

Don't tell me you're attractive, I'll determine that from your photo.

Don't tell me you're smart, I'll determine that from your writing.

Don't tell me you're funny, I should be able to get that you're witty from the way you put your profile together. Your humor should shine through.

Those are normal words to say and those things will show up. But think of the words that really make you, you. Some people could say "I'm passionate", some people would say "I'm loyal", some people would say "I'm playful", some people would say "I'm tenacious". It doesn't matter. **Once you find your 5 core adjectives, you want to find the stories that are borne out of those adjectives. You never want to use the adjectives yourself. The reason being: everybody uses them.**

And you want to use adjectives obviously that are relatable to the opposite sex if you're looking for someone of the opposite sex. You want to make sure that if you're a successful business woman and all of your adjectives are filtered through the idea that you're a successful hard working business woman and you give stories about how successful and hard working you are, the man who is reading that its probably not going to appeal to him. Because you're not hitting him where he wants, you're not playing yourself as the girlfriend he wants to have. You're just talking about what makes you great at your job.

So remember, you're writing for an audience. You have to think about what the audience wants to hear, but stay true to yourself. You're not here to make a whole bunch of stuff up. Its finding those core adjectives and providing examples that illustrate them.

Remember your stories have time, place and action. When you're writing for an audience you want to avoid the confessional. **You want to avoid the diary, the philosophy, the heavy stuff, listing your deal breakers. It's not about what you don't want, it's about what you do want.**

Evan Marc Katz – Finding the One Online - Transcript

If you find yourself talking about how:

Don't write to me if you're over the age of 50.

Don't write to me if you lied about your photo.

Don't write to me if you've had alcohol problems in the past.

Emphasizing your hurt doesn't make you look good. "I want an honest man!" Well, yeah, so does everybody. Saying things like that, the list of the things you don't want, never make you look good. They make you look burned and bitter and not understanding that you're trying to write an advertisement that appeals to people that is playful and light and appealing.

When you're dealing with your activities, if you're going to put that in your profile, you want to make sure your activities are also at the core of your essence. Just because you went to the Louvre once doesn't mean you're artistic. You want your activities to say something about you. Hey, if you play golf every weekend, yeah, that should be in your profile. If you belong to a book club and you've been doing that with the same group of friends for 5 years, yeah, maybe that should go in your profile.

So you find your core adjectives, you tell your stories; you find your activities and you tell your stories. You illustrate it. Its not "I play softball," it's, "I've been the starting left fielder at the Pan Pacific Park softball league since 1997. And while I've never hit a homerun, at least I've never lost a game in the field." Again I'm making stuff up as I go along but the story is going to paint a much better picture then just saying, "I like sports." "I play softball." "I'm athletic." You see?

You're always looking for proper noun. I don't want to assume that everybody knows what a proper noun is: it's a person, place or thing. It's not state, it's Minnesota. It's not team, it's New York Yankees. It's not singer, it's Prince. You want to put proper nouns

Evan Marc Katz – Finding the One Online - Transcript

into your profile. Not tons of them, you don't want to list them, "I've been to 72 countries including, blah, blah, blah". You've seen those profiles. "I like music, especially everything on my iPod" and they list everybody on the iPod.

Understand: **people don't pay attention to lists.** They tune them out. They can't be digested, too much information. You don't have to give any more than 1 or 2 examples of anything in your profile. You want it to be balanced. You've seen those profiles where someone goes on about how they're the music person, how they're the travel person or how they're the spiritual person. And it's sort of interminable and it doesn't have any balance to it.

You want to hit those core adjectives, the stories, a couple of hobbies, passions, activities, a little bit about family, pets, religion, work. A little touch about love and connection at the end showing your heart, showing your warm side, showing why you're here. What is it like when you find that special someone? Put a little tinge of that in there. Some people's profiles are those monster documents about their philosophy of life and love. They could be very articulate, but they don't make for very good personal ads.

The thing with profiles is that you don't ever have to brag. Writing about yourself doesn't mean bragging. You're just stating something matter-of-factly. You don't have to say, "I'm rich." You could talk about how you really look forward to your weekend doubles tennis games at the country club. That's a little story that illustrates matter-of-factly that you do okay for yourself. You don't have to brag, you don't have to say you're successful.

We don't want to hear your opinions, we want to hear the facts. Your opinion is that you're smart. No one is here to argue with you. But if you write a smart essay, everybody is going to know it. You never have to tell anybody, "I'm smart".

Evan Marc Katz – Finding the One Online - Transcript

You want to keep this whole thing light. The thing is most people go really, really short. “I can’t believe I’m writing in this thing, I’m your basic person: nice, warm, kind, smart, funny, hiking, biking, music, movies, travel. Best friend, lover, partner in crime, if you want to know more ask me later.” That’s a generic online dating profile written in 12 seconds.

It’s a list of adjectives, it’s a list of activities, it’s a list of clichés and we’ve heard it all before. The alternative is when people go heavy because love is serious business. They write their life philosophy. But understand, we’re still dating or flirting or courting. We’re trying to capture some magic here. We lose the magic when we stop realizing this is just an ad, this is really just an advertisement. Like a 30 second ad on TV. So what kind of 30 second ad is going to capture your attention?

It’s not going to be the one where the car commercial gives you a list of all the car’s benefits. It’s probably going to work better if they have a real live actor who’s illustrating a story, doing something funny. This is what advertising people realized a long time ago. We need to take that same marketing magic and apply it to ourselves. Your stories are different than everybody else’s stories. Nobody could write what you wrote - even if it applies to them, nobody could do it.

The first line in my old online dating profile - and again I wouldn’t use any of these things since everybody else listening to this would be tempted to use it themselves - the first line of my old profile was, “Lunch ladies like me. I’d make friends with a bartender during a layover in Dallas.” Other normal people would say, “I’m a very friendly person who meets people wherever they go.” The thing is, I’ve told two tiny stories about how I’m friendly.

It’s that formula that you just have to repeat over and over and over again, realizing that you have to keep it original. You want to start with a catchy first line. Do a big scroll

Evan Marc Katz – Finding the One Online - Transcript

through people's online dating profiles. Just run down those online dating profiles and take a look. You'll see what is the first word everybody uses: "I".

I'm originally from Chicago.

I'm a lawyer who...

I am a very intelligent kind hearted person who...

This is what online dating profiles look like. Just look around. So half the battle - and you can do this yourself, you don't have to listen to anything I'm saying. Look at the profiles that work. They probably do something sort of like what I'm talking about right here. I didn't invent this, I just observed it. Look around at the profiles that are really, really effective. You hear a person's voice, they're telling a story, it sounds unique. And the ones that you feel like "God, I've seen 200 of these things" are the ones that do use the clichés. That do list a whole bunch of things. That do use negativity and talk about what they're not looking for instead of what they are looking for.

Each of your unique stories is a fishhook that some stranger is going to latch onto. It makes you an interesting person to read about; it also makes you much easier to write to.

I once had a lawyer who I wrote a profile for many years ago. She was struggling with this whole story concept. "I don't know, I'm really, I just feel like a normal person and I feel I'm really boring. I work all the time and I'm just in my office all day long." I said, "Look around your office, what do you see?" She says, "I've got a six-foot Pez dispenser behind me." You could believe me: the Pez dispenser went in her profile.

Now is it one of the core attributes? Is it really important to her, the Pez dispenser? No. But if being silly is important to her - and it was - then that's an illustration of how she's silly. She's a corporate lawyer who has a six-foot Pez dispenser in her office. And if you're reading her profile, you're not going to write to the fact that she's an honest

Evan Marc Katz – Finding the One Online - Transcript

woman who is looking for a man who completes her. You're going to say, "Does it actually dispense two-foot candy when you have a six-foot Pez dispenser?" You can actually write something funny to someone who gave you that to work with. That's the thing with these interesting profiles; they facilitate a completely different level of conversation.

Now the trick, the artistic trick to doing this - because you can come up with 5 or 10 stories - is that your sentences have to flow together. This may be your functional resume but you don't want it to sound like a resume. You don't want it to sound like a personal statement. If you stitch all your stories together, you do. "I would pick up a friend from LAX at 3 in the morning." "I bungee jumped from a bridge in New Zealand." You have to give it more of a flow. You need transitions between sentences. Transitions get you from place to place to place without making it sound like it's sort of staccato bullet points that you're listing your stories. **You need transitions, conjunctions like "but, and, while, although, since, however, because, of course".** Out of context they might sound a little confusing. However, if you're doing this in a profile it makes sense.

I would give an example of me being a really active traveler and having just got back from Koh Phangan in Thailand and going on an elephant ride. So I would tell that story about all the ways I'm adventurous. "I ate crickets in Koh Samui and I rode an elephant in Chiang Mai" and I would give my little examples of being adventurous. Then I would go with the transition. "*But while everybody likes a good bug from time to time, more often I lead a more normal life.* My favorite lunch spot in LA is Souplantation and even though it's supposed to be healthy, I think once you eat 16 plates of salad, it's probably not good for you anymore." Transition: "*Still, I try to stay in shape.* I go to yoga twice a week and even though I still can't touch my toes, I sweat up a storm."

Again, I'm making up a profile on the spot but you see how you're telling the story, there are transitions. It goes from sentence to sentence to sentence. And you could see

Evan Marc Katz – Finding the One Online - Transcript

it. You could picture the guy barely touching his toes or filling up his plate at Souplantation or eating crickets in Thailand.

The other way to do it would be, “I like to travel,” “I like to stay in shape.” Very easy to do that, very lazy and it doesn’t get us anywhere. There is no differentiation and nobody can tell the difference between you and anybody else who is nice and likes to stay in shape and do fun things.

So when you’re doing this stuff you want to be careful. You have to read your profile aloud. You have to pass it to friends because there might be stuff in there that is coming naturally to you that doesn’t always play well. You might accidentally make yourself look arrogant or negative or bad or clueless. We’re all human. You have to see how this plays with someone whose opinion you really respect, probably someone who is very literate, probably someone who has dated online and seen a lot of bad profiles. You don’t need a friend who is going to back you up and tell you it’s great.

So you want to avoid repetitive phrasing. If you start every sentence with “I love” – I love to do this, I love to do this, I love to do this, starting every sentence with “I” is not going to work. Talking about the same thing for too long - like 6 sentences on how much you love music is going to make for a really dull profile. A couple of sentences if it’s important to you, if it’s a passion...talk about how you started piano lessons when you were 7, because your dad threatened you and while you quit in high school you ended up starting your first band when you graduated college. And you’ve been pursuing your love of music ever since.

Again, a made up story but if it’s your story, it’s probably really interesting. **So read your profile out loud to your friend, have a friend read it out loud to you. See where it picks up, see where the energy lags. See if it really sounds like you talking about yourself,** if it really sounds like a voice instead of just a list of things you like.

Evan Marc Katz – Finding the One Online - Transcript

An online dating profile IS an ad; instead of treating it like a personal statement, which it can be, it's an ad and its designed to get results, it's designed to entertain, it's designed to hit the right emotional buttons, provide the balance of self awareness and intelligence and humor and kindness and heart. And if you can balance all those things in a 200-word essay, you've done something really amazing.

Once again, if you haven't, **if you go into the workbook and you try to practice with this stuff and you can't tell the stories and you can't do the adjectives, that's fine. Go to www.e-cyrano.com and get a profile.**

Fill out the questionnaire. If you don't want to fill out a questionnaire because these stories just bug you, you can talk on the phone to a writer for an hour and they'll do it for you, try to drag those stories out of you on the phone. But you need the stories

Now the second essay - we're not done with essays - the second essay is about the person that you're looking for. Now unlike the essay about you, it's not about a real person. So it doesn't have to sound like a person talking because it's not being written from that person's point of view. I think the best way to think of it is as a composite of every ex that you ever had.

It's certainly the way I wrote my profile. It's a composite of every ex I have ever had, plus a little bit about my mom and a little bit about my sister, which isn't as creepy as it sounds.

So you're looking for those stories again. You might want to start with a list of 10 adjectives. Start with those adjectives. "Who am I looking for? Hmm, let's dream out loud. Well, Laurie was really smart and Jessica was really fun, and Candace was just so generous." So you're coming up with your list, you're thinking of qualities of people that you've known and what you really, really liked about them.

Evan Marc Katz – Finding the One Online - Transcript

Once you make your list - and it's going to be longer than a list about yourself because again you're not telling a full story - you're just looking for these little lines that show instead of telling. It's easy to say "I'm looking for someone who is generous and fun and sexy." That's easy, it's what everybody does. You're going to challenge yourself to say, "All right. I've got my list of adjectives now. And if Candace was so generous, what is it that she did? Let me think back: what made her generous?" "There was this one time that I was out of work and she bought me 2 tickets to see Radiohead in concert in the second row." There's a story and it shows up in the second essay about the person that you're writing about. "You'd buy two tickets for me to see Radiohead just 'cause you knew that they were my favorite band." Bam! There's your story.

The other way to do it is "You're really generous" or "I want a woman who is really generous." Not nearly as interesting as the example of generous above. So you're trying to come up with these stories and you're trying to come up with the actions and believe me - I understand - this is hard. I've been working with clients for 6 years and it's really hard to coax it out of them. So I can understand if you're struggling with this a little bit. It's cool.

Imagine you're watching Die Hard...Bruce Willis doesn't talk to the camera and say, "I am a strong and sensitive man." That would be pretty silly if he did that, "I'm a strong and sensitive man". He doesn't declare it, he doesn't say it, he shows you. How does he show you? He shoots the bad guy, he hugs his wife. He's strong, he's sensitive. We could tell by his actions. So you need action verbs in each line for your stories to really take flight. It's about what you do, it's not about what you think or what the person you're looking for is thinking.

If you say, "Cindy is really thoughtful." I would say to you, "What makes Cindy thoughtful?" It's not, "Oh, she's always doing all sorts of thoughtful things." It's not, "Oh she's really nice." It's an actual example of this one time that Cindy did something

Evan Marc Katz – Finding the One Online - Transcript

thoughtful. “She took in a male friend of hers who got into a fight with his wife and gave him a place to sleep on the couch for a week” or something like that.

Again, I’m making stuff up and they’re not always going to be the best examples, but understand: they’re stories. It just takes place in one line. We have to prove that we are who we say we are. We can’t just assert these things. And we don’t want to throw everything including the kitchen sink in there. We have to make choices. We want the right things to show up, especially if we’re writing about ourselves.

In the second essay, you can be a little more free-form. Because you’re not writing about a real person, you don’t have to stay faithful. You can give an example of this ex and this ex and this ex. You could say, “Oh God, you know who is really cool? My aunt is really cool.” What is it that makes her really cool? “When she comes over to visit the nieces and nephews, she plays Grand Theft Auto with them.” There’s an example: “You play Grand Theft Auto with the nieces and nephews” instead of, “She’s really cool and down to earth.” You see: over and over and over.

In that second essay you can just stitch them together and you don’t need the transitions. It can be “you do this”, “you do this”, “you like this”. If you’re really struggling for material for the second essay about the person you’re looking for, if you don’t have enough good real life examples: your exes were all toxic and you don’t have any positive stories to say, you can use your imagination. Think about the reverse of the negative. Instead of “He was verbally abusive”, you would turn it into he was complimentary. But you wouldn’t say he was complimentary, because that’s an adjective. You would think of an example, a very specific example of a time when he complimented you. “He would comment on my new auburn hair the day I got back from the salon, and tell me it looked better than the color I had before.” There is an example of the compliment. And we just spun that around from “he’s verbally abusive”. We found the flip side, we made it positive and we told the story. There’s always,

Evan Marc Katz – Finding the One Online - Transcript

always, a story.

And again, **if you find that you're lacking these stories, look at the information you wrote about yourself. You could flip it over, right?** If you're trying to think of the person you're looking for and you say you really like Sting, for example, I don't know why I chose Sting but I did. So if you talk about how you like Sting and you know every word off of the Synchronicity album you could say in your second essay, "You would know all the words on Synchronicity and could play Every Breath You Take on bass". I don't know. The idea is you can take things about you and make it about the person you're looking for. "You like to take weekend hikes in the Adirondacks" even if you're talking about yourself, you make it about the other person.

Now again, use your imagination. The whole point of these little specific stories is that some person is going to read this and say, "Oh my God, she's talking about me! I do that!" you see? They're all fishhooks designed to capture someone's attention.

Now the secondary essays, the in-my-own-words section, the smaller answers should be used in a similar style. A lot of people gloss over these sections and yet they often have the best material. Sometimes you go to a big Match.com essay, and people have to write those About Me essays and we know how bad those essays could be, just a short list of adjectives and activities. They're so vague because most people don't know how to write about themselves, they don't know how to tell these stories.

Give people more specific questions, it's a lot easier for them to answer. So you'll often find on Match.com - specifically on the left side of the page in the "In My Own Words" section - that you'll see they have "For fun," "Last read," "My education." Use these sections. You don't have to write 200 words, but write 50 words, a couple of lines. Editorialize, make it personal, look for details. You don't have the burden of having to write a story. You don't have to write prose. But instead of saying, "I like going out drinking with my friends" you can write, "Bacardi and coke at Hauser's Tavern." Instead

Evan Marc Katz – Finding the One Online - Transcript

of saying, “I like doing things in the great outdoors,” you can say, “Kayaking with my sister on the Colorado River.” Instead of saying, “One of my hobbies is just being friendly and talking to people,” you could say, “Saying hi to strangers on the number 6 subway just to see how surprised they are.”

All of these things you could be more specific and showcase your personality with specifics so someone could latch on. It’s not for “education”, leaving it blank. You might write, “Political Science degree from Georgetown in 1991. Dropped out of my MBA program to start my own web design business, and have been growing it slowly every year.”

If you’re talking about the last book you read, say something about it. “I just completed the latest Stephanie Meyer “Twilight” book and think I might have to go reread an Anne Rice vampire book just about now.”

You can reveal a lot in these tiny short sentences with your specific examples using pronouns. It’s not “I went to college”, it’s where you went to college; and it’s not “I read a book”, it’s what book you read, it’s who it was by, it’s what you thought. Put a little extra thought into this, it’s not that hard. It’s that very few people take the time to do it. And those who do are really rewarded because you come off as different, you come off as thoughtful, you come off as interesting.

Now other sites have other questions that are sometimes challenging to answer – don’t get me wrong. A site like JDate, they have these three relationship questions, “My ideal first date”, “What I learned from past relationships,” “My ideal relationship”. It’s really easy to lapse into something generic when you get those kinds of generic kind of questions. The same with eHarmony, they’ve got probably like 13 very earnest relationship questions that almost force people to be bland. So use your knowledge from this section, from all the stuff I’ve been talking about and try to apply it. You need to find a voice. You need to stand out. We need to see your humor.

Evan Marc Katz – Finding the One Online - Transcript

Show, don't tell. Speak specifically, instead of generically. Find a detail that looks like it's never been expressed in a profile. And if you can make it funny, all the better.

If you say your ideal relationship for one of those sections, my ideal relationship, if you say it's all about "being independent but coming together as a unit", which is a nice relationship cliché, well then talk about what it is you do separately. "While you play a round of golf at Hillcrest, I'm planting next spring's zucchini in the backyard." That's a little visual picture of your ideal relationship. You're not just saying "We're independent", you're giving an example of your separate hobbies that you do.

If you say the ideal first date is a romantic dinner, describe what happens on a romantic dinner. "You know the name of a good Chianti to pair with my lamb chop. You call the server by her first name, but would never comment on her body." That's an example of how the man you're looking for is friendly but classy. He knows a good wine instead of "he's worldly".

On eHarmony, you want to try and tell stories. If you're asked: "Who has influenced you more than your parents?", tell a story: "My best friend from college, who is like a brother to me. I find it interesting to see the direction that his life takes him. We're such similar people who've made difference choices - it's like separating identical twins and watching them grow up..."

This is something that is within your capacity. I have no doubt about it. And yes, it's going to be a challenge. It's a challenge for most people. Most people haven't explored it, they haven't asked the questions. They don't have the knowledge that you have to be able to do this really well.

One thing that I feel that I must mention as we get to the end of this section is something that I didn't want to have its own section but it seems relevant to talk about right now. And that subject is lying. Now lying is endemic to the medium of online

Evan Marc Katz – Finding the One Online - Transcript

dating. But let's be clear about one thing – **most people lie not because they're morally corrupt, but because they're insecure that telling the truth would kill their chances of getting a date.** People lie about everything from height, body type, and income to the most common lie: the one about age.

Here's a revelation about age: I've been helping people date online for nearly 10 years. I've never had anyone over the age of 40 tell me anything but, "I'm young for my age," "I'm told I look 10 years younger", etc, etc. There has never been one client who has told me they're old for their age and want someone similarly old.

So I'm not saying that that if you're listening to this and you're over 40 that you're old for your age. I'm saying that a lot of your peers feel the exact same way that you do. Thus, **your goal shouldn't be to necessarily be to find someone who is much younger than you – which is always a tall order – but rather to find someone who is just like you – someone whose looks, attitude and spirit are youthful.** You don't think you're the ONLY person out there who is active and young for their age and beating Father Time, do you?

Good.

So when it comes to presenting your age, consider this:

The reasons to tell the truth:

- 1) The truth is easier to remember.
- 2) You won't have to explain yourself later.
- 3) It's the commonly accepted and ethical thing to do.
- 4) You wouldn't want someone to lie about their age to you.

Contrast that with the reasons to not tell the truth and it's a big one:

- 1) It may eliminate certain potential candidates right off the bat. And that's true. People

Evan Marc Katz – Finding the One Online - Transcript

will judge you because of age and you will judge people because of age.

So, I find it hard to advocate for lying itself. I think the real important thing is to understand why others would lie to you – because five years ago, they had slimmer figures and more hair. It's natural to want to turn back the clock. It just means that you're going to have, at some point, a very uncomfortable conversation about age if you choose to turn back the clock. And who wants to initiate the “I hate to tell you this on our second date, but I'm a liar” conversation? See, it becomes generally a lose/lose proposition, especially if you're talking about people who are lying about their age during crucial child-bearing years. The difference, once again, between 65 and 63 is pretty negligible. It's very different then lying about your age and claiming you're 37 when you're really 41.

So the best, and only, compromise I could advocate on your behalf is for you to change your age, if you feel that you're being eliminated because people are searching from 40 to 50 and you're 51 and you suddenly have dropped off the map. **The only compromise I could advocate is for you to change your age in the search criteria by changing your birthday to a couple of years later and then in the text of the last line of your profile, stating the truth - that you're actually 4 years older than your profile says.**

That way, as I see it, you're manipulating the system to be seen and be visible by more people who might otherwise pass you by, but you're not trying to deceive anyone who might want to ask you out. You're giving them the opportunity to evaluate you. “Here I am, you wouldn't have seen me otherwise, here is my real age. I'm not lying to you. I'm working the system.”

Now if you heard what I just advocated and you say “You know, I think that is slimy, I think that's really unethical, I think if someone did that to me, if I saw that someone lied about their age and said it right in their profile, I would judge them”, then don't do it. It's fine. Just know that people have really round number search criteria: 25 to 35, 35 to

Evan Marc Katz – Finding the One Online - Transcript

40, 45 to 50, 50 to 60. We make up these numbers as if someone who is one year older or one year younger or two years older is somehow not a candidate anymore.

So understand if you're going to do this, if you're going to lie about your age, the key to lying about your age is to tell the truth so you don't have to get caught in the lie later.

And if you're gonna do this, own it and make fun of yourself. Put in your profile, "By the way, I'm not actually 52. So technically I was alive when Kennedy was shot, but I was certainly not anywhere near the grassy knoll." Now your candor and humor at dealing with such a delicate subject is paramount. Most people can't judge, most people have the temptation to want to fib about something, because we all are somewhat insecure. If you're going to do it, own it and it won't hurt nearly as bad.

Profile Review

- 1) When you're writing your profiles, find your core. Your core should have two 200 word essays that showcase what's important to you. The most important adjectives that describe you, stories that illustrate those adjectives. You don't want to just cut and paste your favorite movie, song and travel spot.**
- 2) Eliminate the actual use of adjectives, activities, lists, clichés and negativity. Cut it all.**
- 3) Tell stories that SHOW who you are. Stories are specific, they're one line long, and they often have time, place and action.**
- 4) Create a flow for your first essay by using conjunctions. (But, and, while, although, since, however, because). These conjunctions stitch together your first essay short stories so that it doesn't sound like a bullet-pointed resume.**
- 5) And finally, lying: It's not a top option, but there is a way to do it if you can manage to tell the truth in your own essay.**

Evan Marc Katz – Finding the One Online - Transcript

Now, if you haven't been doing it all along, I would suggest you go right into that workbook and start working on the exercises that really drill down and show you how to write one of these online dating profiles yourself. And if you struggle there's always, www.e-cyrano.com.

Evan Marc Katz – Finding the One Online - Transcript

Volume 4 – From the First Email to the First Date

Section 7 - Understanding the experience of the opposite sex.

Let's take a break here from all the written work, the usernames, the headlines, essays and whatnot and let's talk a little bit about philosophy. So much of what we've been doing so far is prep work, really just getting ready to start with the online dating process - photos, essays, usernames, headlines, search criteria, favorites lists. It's important, right? Because without getting each of those things into tip top shape, you don't have a good marketing campaign, and there is no real dating to talk about. But we haven't really dug into the essential part of online dating, which is understanding why the opposite sex does what it does on here. Once we understand the experience of the opposite sex, it becomes a lot easier to empathize with why they do what they do. It also makes it easier for us to connect with them, and not take things too personally in the process.

So I'm going to take you through the experience of an average online dater. Let's focus on an average 44-year-old single dad who is dating online. Let's say I'm the guy and I'm going to talk through his eyes:

So I see an ad on some website with a picture of a hot woman. I click through and I fill out the profile in seconds. Immediately, I start searching, I'm like a kid in a candy store with a \$100 bill. "Look at all these attractive women. Women that I don't meet in real life at my regular corporate America job. This is going to be great." This is a guy who is out of a marriage, and has a responsible, amicable relationship with his wife: this is his experience. "Oh my God, I don't see women like this every day. Let's go!"

So he does what makes sense. He fills out his profile quickly, gets on there and says, "Okay, I'm going to wink at 10 of them."

Evan Marc Katz – Finding the One Online - Transcript

A quickie flirt...Huh, no replies. Okay, I'll wink at 20 more. Now I have 2 two winks back, and I write emails to them. But my emails are ignored.

This doesn't make any sense.

Okay, so maybe I have to put a little more effort into my profile, instead of just leaving it blank and winking at people. Here is my profile, *'I'm nice, smart, kind, warm, funny, honest, ambitious and family oriented. I like hiking, biking, movies, music and travel. I'm looking for my best friend and partner in crime for a lifetime of love and laughter.'*

You've heard that profile before, I know.

But now that I have it, I send off 10 more emails - but this time I know I'm not just going to wink at people. I'm going to write emails explaining in 1000 words why we're perfectly suited for each other. Not realizing I sound somewhat like a stalker, I once again get no replies to my long letters.

So what do I tell myself? "Screw it – I'm going to cut and paste the same form letter to 100 women and see what happens" After all, this is a numbers game!.

"Hey, great smile. I think we have a lot in common. Check out my profile and if you're interested, call me at 555-1212."

What are the results? Surprise! I may have been rejected by 93 women out of 100, but I finally got seven replies. Except now I have to correspond with seven women at once. I can't do that! I'm busy, I've got a job, I've got kids. What if they all want to go out with me at the same time? I'll have to take a second job. Okay, so I'm going to have to prioritize here.

If I've got seven women and I can't learn about seven women at once, I'm going to make some decisions. So what I'm going to do is drop the older women and focus on the

Evan Marc Katz – Finding the One Online - Transcript

younger women. I mean, nothing against them - they're my age - but if I can go out with a 34-year-old, why would I go out with a 44-year-old?

So now I'm down to five women. All right, well that's still too many. Let's just see how this thing plays out. I'm going to email all of them.

Next thing I know I'm emailing back and forth. Some women blow me off and disappear unceremoniously. They were interested in me a second ago and now they're not? I don't understand, how dare they? (I've already forgotten I just did the same thing to a couple of 44 year old women myself, but whatever).

Now I've got four phone numbers. Four women gave me their phone numbers and I said I was going to call, but who's got the time? I work 55 hours a week. I want to squeeze in a call but I also want to put my kids to bed. This is killing me, this was supposed to be fun!

Well, somehow in between all this, I manage to get the cutest of my four women on the phone for five minutes, but I really don't have time to make small talk. I'm going to just try to get this thing going. I carve out a half hour of time on a Sunday night to set up four dates for next week.

I manage to get three of them on the books. The other one is playing phone tag. I decide to do the dates on different days so I'm not too overwhelmed. One date is for coffee, the other two are for dinner. Well, it turns out the coffee date is a dud. Both dinner dates are okay. One woman was really negative about her dating experiences but she was kind of hot. The other is also a busy single mom and all she could do was talk about how much she had to do. I may want to see her again. But I'm really more curious about the one I couldn't connect with.

So while I set up second dates with both of the dinner women, I'm playing phone tag

Evan Marc Katz – Finding the One Online - Transcript

with the other woman, the one I wasn't able to meet. We're playing phone tag for weeks. Finally, we connect and it's magic. We talk all night - to the point where I have to go into work late the next day. I email her that I'm thinking about her; she emails me right back. I cool it off with the other two women that I met on first dates. I'm not ignoring them, but I'm not making an effort either. After all, I'm really excited about this new woman, the one I haven't met yet. But our schedules are so busy that it takes another three weeks to meet her. By this time, I'm about to burst – our phone chemistry is incredible.

Finally, we meet – for a dinner at the nicest restaurant in town – after all, she's earned it after these past few weeks. The second she shows up, I know it's over. She's five years older than she said she was, she's 30 pounds heavier than her picture. I'm crushed at the deception – and even the knowledge that we have a great interpersonal connection isn't enough to save it.

I vow in that moment to never ever wait this long before meeting anyone online ever again. My new goal is to meet quickly for coffee to see if there's chemistry, to not waste anybody's time.

If you're a man who is listening to this, you probably know some version of that story. If you're a woman who is listening to this, you probably do, too – you've just probably never heard it from a man's point of view.

So based on this man's experience, almost everything that men do online makes perfect sense:

- 1) Because he gets rejected 90% of the time, he writes tons of short, impersonal emails and winks. What's the point of working so hard when all the women ignore you anyway?**
- 2) Because he writes so many emails, he ends up with a lot more**

Evan Marc Katz – Finding the One Online - Transcript

contacts than he might have expected.

- 3) **Because he has so many contacts, he can't possibly date them all at the same time. Some are fast tracked, some are slow tracked, and some are dropped without explanation.**
- 4) **Because he's busy and because some women disappear without a trace – he offers his phone number quickly. Better to get a date on the books fast than to wait too long and find out that she left the site or found another guy.**
- 5) **Because some people misrepresent themselves, he doesn't see the point of investing any time in them. He decides that it's all about volume, speed and chemistry. Thus, all of his efforts and emails are generally geared towards getting a date as fast as possible. If he's slowing down for some reason – and he becomes your Match.com pen pal – then it means he's too busy dating other people to ask for your phone number. You've been slow tracked.**

It's equally useful for men to understand the experience of women. There are some similarities, of course, but it's worth playing it out for you to really "get" it.

Before I go into it, I just want to take a break and say: "Isn't that really interesting?" I've told that story, the story of men and what a man experiences online to women and I think it's generally really eye-opening. **That's why he does what he does, that's why he's in such a rush to meet me, that's why he writes short emails, that's why he hasn't asked me out yet.** There is generally an explanation for everything, we're just not going to know what it is.

Guys. you need to understand what is going on with women. Attractive women on dating sites might as well be celebrities. It's hard for a guy to really fathom how much attention a young, beautiful woman in a city might get, but let's think about it logically.

Evan Marc Katz – Finding the One Online - Transcript

You go online and you look through 500 women's profiles. Even though there are plenty of regular women you'd be attracted to in "real life", when put side by side with the 25-year-old model types, they don't stand a chance. Even if you're an average guy, why would you write to an average woman your own age? You're going to aim high and write to these young hotties indiscriminately, figuring, hey, it's a numbers game. One of 'em has gotta write back.

What you're not thinking of in that moment is that your beautiful young discovery isn't yours at all. In fact, **every single man from 20-60 within 100 miles is also looking at her and writing to her. So while you might think your smile and job are enough to get her attention, you couldn't be more wrong. She literally has thousands of men to choose from – and your odds of getting a reply are about your odds of getting hit by a bus.**

The majority of women are not inundated with fan mail. If you're one of these women, who is not inundated with fan mail, there's no reason to despair. Just look at the women 5-10 years younger than you who look like they could be models. That's who the guys tend to write to first. Not because they necessarily think they're compatible, not because they would have a lot in common, not because they think they'd be great moms. But because they're hot and they're single. And it doesn't cost a penny more to fire off a form letter to a 27-year-old than it does to a 47-year-old.

As shallow as this sounds, you may be a party to this as well if you're a woman. Check your favorites list. Are the majority of men tall? Do they have good jobs and make six figures? Do they have square jaws, good smiles and great hair? If so, you're doing the same thing that men are – valuing people on the external. It's not wrong. It's just that it's an illusion, since James Bond doesn't always make for the best husband. Not to mention the fact that he's as coveted as the young model types, everybody is looking to date him and that's where the friction comes in.

Evan Marc Katz – Finding the One Online - Transcript

Think about it. A youthful 42-year-old woman sees a 42-year-old man who is tall, good-looking, successful, and articulate. This guy is a catch, no matter how you slice it. If he wants to date a 52-year-old, he could. If he wants to date a 25-year-old, he could. But actually, he's a mature man who wants to have a family. So he really wants to date a 32-year-old. That way, she's not too young that there's a generation gap, but not too old that he's going to have to rush into marriage and children in the next year. It makes perfect sense for him. But most 42-year-old women who are browsing this guy don't understand where he's coming from. They take it personally that he listed his age range from 28-37. When, in fact, it's not personal at all. It's practical for him if he wants to have a family to date a woman 27 to 37.

Thus, let's codify a rule – a rule which isn't easy to hear – but it doesn't mean it's not true. In the scope, and here is the rule, **in the scope of the online dating world, you are as valuable as your options.** Put another way, a 27-year-old beauty with a half a brain has so many options that she can choose a man who fits all of her criteria. We talked about this earlier. That woman wants a Catholic guy who is over 6 feet tall, makes over \$250K a year, and also likes skiing - she can find him. She's got no incentive to date a wealthy older man 50 miles away when she can date an amazing guy her age who can be at her place in 10 minutes. The same with the guy who's attractive and successful. It's not that you're not worthy of him – it's that he has the option of going out with pretty much anyone on the website, and he's going to exercise that option – often opting for younger women when he can.

Now I acknowledge that this isn't easy to hear, but this it is an important point to make. It is my responsibility to make this point. **Online dating often gives us the PERCEPTION of choice as opposed to ACTUAL choice. It's like shopping on Amazon for a spouse, except for the fact that we aren't actually able to choose from all the items in our cart.** A lot of the most popular items are already sold out. Just because we find someone intriguing doesn't mean that others feel the same about us. Once again, this isn't personal. It just is. All we

Evan Marc Katz – Finding the One Online - Transcript

have to do is observe it.

Now if this is hard for you to fathom – after all – why would anyone not want to date you? - think about it the OTHER way around, flip it over. What happens when someone writes to YOU from another state? Or you get an email from someone who is 15 years older than you? Or from someone who isn't attractive to you? Or who is a terrible speller? **Those people who write to you shouldn't take it personally that you're not interested in them. They shouldn't lose sleep about it. And you shouldn't lose sleep if many of the people you're interested in aren't interested back.** Because the people you're interested in are coveted by everybody else on the website, too. And there's no shame in not winning a very, very competitive online lottery.

Let's face it: Angelina Jolie and Brad Pitt, if they're dating online, don't have to be flexible. They can afford to be choosy. As long as they have the perception of choice, they're going to choose to trade up for someone a little bit cuter, a little bit richer, a little bit taller, a little bit closer. The rest of us need to realize that there are amazing people out there in packages that we might not initially consider. And **if we want someone to overlook the fact that we're a little older, a little greyer, a little heavier, a little shorter, we need to overlook these same things in other people.**

Once again, if we don't compromise a bit, we end up alone. And by compromise, I don't mean "settle". I mean opening up to the unknown. People who go through dating sites and determine that only six people are up to par are sealing their own fate, which is why I would like you to do an exercise right now.

I would like you to scroll through 100 online dating profiles within 50 miles of your home. I want you to write down a few things. Out of those 100:

1) How many of those 100 did you find physically attractive enough to meet?

Evan Marc Katz – Finding the One Online - Transcript

- 2) How many of those 100 met your criteria, all of your criteria: age, height, weight, income, smoking, religion, etc.?
- 3) How many of those people wrote interesting profiles that would make you think they'd actually be compelling conversation on a date?
- 4) What percentage of your online dates do you "click" with when you meet them in real life?

When you get your numbers, the results of this exercise tend to be eye-opening.

Even if you're pretty generous and you say 50% of the 100 are attractive, 25% meet the rest of your criteria - they're tall enough and thin enough and wealthy enough and have all the other education stuff together. 25% have interesting enough functional profiles, and let's just say 50% of your dates are solid dates where you click enough to meet them. If you multiply all those numbers together – because, remember, for you to go out with someone, someone has to have **ALL** of those qualities: attractive enough photo, all the basic criteria, interesting enough profile, the ability to click and get along in real life.

Multiply those numbers together and **you're talking about 1%-2 % of the population being even dateable**. 2% of the population is dateable and that's if we keep our criteria as they are right now. Now factor in what percentage of those 2% that you think are dateable, cute enough, tall enough, rich enough, smart enough, educated enough, interesting enough, cool enough, emotionally healthy enough. **What percentage of those 2% of the population feel the exact same way about you? Where you meet all of THEIR criteria?**

Once again, this is not a judgment against you, except to illustrate how high we raise the bar when searching for a suitable partner. It's like 2 people being in the corners of a room and shooting bullets at each other and hoping those bullets hit in mid-air. Those are the percentages that we play because we're dealing with such small bullets because of our selectivity.

Evan Marc Katz – Finding the One Online - Transcript

Now all of this means two things as far as I'm concerned:

- 1) You **MUST** open up to people who you would not think you should open up to. Now I don't say this from my dating/coaching pedestal. I say this as a hypocrite who never would have met his own wife online. I told you, she's too old, she's too Catholic, she's too geographically undesirable based on my search criteria and I'm the guy who is supposed to know what the hell he's talking about.

Now these are the arbitrary rules we set for ourselves when searching online and it's our own narrowness that prevents us from making a real connection. Why do **YOU** have to open up? Why am I telling this to you? Because you're the one who bought this CD and you can't change anyone else's behavior. If I could make **EVERYONE** open up to you, believe me, I'd do that, too. **ALL** you can do is **remember that at some point in your life, you met someone who was extremely attractive to you that you never would have chosen based on pure looks.** And that's what we're always choosing on based on the online dating profile. We're looking at their picture, disqualifying everybody else who is not in the top 10%.

- 2) The other thing to keep in mind is this: if only 2% of the population is potentially dateable, it only stands to reason that the vast majority of people are not The One, by your definition. Let me repeat, if only 2% of the population is dateable by your standards, **98% of the population is not The One.** What this means is that **you can't get too upset, surprised or bent out of shape when 98% of the people that write to you are not for you.**

This is one of the strange things about online dating, I find. We actually get upset when the wrong people write to us. As if they have no right to write to us, "Don't you know that I would never go for you? How dare you!" It's silly. This

Evan Marc Katz – Finding the One Online - Transcript

means you're going to spend a lot of time upset, because, by your own definition from our little math exercise, 24 out of 25 people are the wrong people. By your numbers, 24 out of 25 people are the wrong people. So why get upset if we know that 24 out of 25 are the wrong people?

That might mean you might have to receive 24 emails from the wrong people before you get one from the right person, and it might mean you might have to go on 24 mediocre dates before you go on a great date. Remember, these are YOUR rules, these are your standards because you need someone who is all of the qualities that you're looking for. That whole big monster list that you make.

But if you opened up to more people, you found more people acceptable, you didn't have that many rules, it would be much easier to find someone. However, most of us focus on our long checklists, making sure that they're just like us but better. They're taller and richer and nicer and cuter and yet, we're missing what is important. We're focusing on our long checklists instead of what is really enduring, people's innate kindness. We don't get to see that if we eliminate everybody at first sight. And if you just focus on those checklists, very few people are going to meet your criteria.

So let me pause and I want to talk to you directly. What I just told you is the truth – I didn't make it up. This is what I've seen from 10 years of working in this space. And from sharing this with clients before, I'm aware it can sound depressing. It should not be.

I'm not asking you to give up your standards. Not at all. I'm asking you to consider how well things have been working doing things the current way. I'm asking you to understand how other people set their criteria – even if their criteria is unreasonable. I'm asking you to follow how this high volume medium works and why the only thing you can do is open up to the unknown. **The same people you routinely reject online, you'd fall for in real life. I'm living proof this.**

Evan Marc Katz – Finding the One Online - Transcript

So instead of seeing this last section as discouraging, realize that millions of people have had success in online dating. The only ones who guarantee failure are the ones who quit.

So don't quit because you think it's impossible to get someone who meets your criteria. It's not. I have already taught thousands of clients like you how to improve their odds of success. And it's not just thru photos and essays; it's through understanding what to expect, understanding what the opposite sex goes through, why people do what they do. With that knowledge comes power. With power, comes control. With control comes results. With results come peace of mind.

You bought Finding The One Online to learn how this medium works and what it takes to succeed. You've already learned a ton. Yeah, it's competitive. Yeah, there'll be rejection. Yeah, it'll take time. But so what? Are you going to go back to the bar scene? Or wait to meet the right person at the grocery store? No. You're going to persevere because it's the only way to ensure your own success. I say this as a guy who dated online for ten years and went on over 300 dates. I practice what I preach.

Understand, it's okay to be a short-term pessimist. Things will always go wrong. But you **MUST** be a long-term optimist – because if you keep doing all the things I'm telling you to do, **EVENTUALLY** things will go right.

One of my favorite stories is of a client who was 51 and never married. She was kind of shy, not particularly confident with men. I'd helped her younger sister find love and now the older sister was seeking it for herself, and seeing if I could help her. Within four weeks of re-branding her with a new profile and photos on JDate, she met a guy who became her boyfriend.

When I checked back with her about nine months later, she told me that she'd broken up with him, but, remembering what I told her about persevering, got **RIGHT** back

Evan Marc Katz – Finding the One Online - Transcript

online the week after the break-up. Also remembering what I told her about being confident, flirtatious and proactive, she started writing to men. And, sure enough, within a month, she'd found a new boyfriend. Five months later, she emailed me to tell me she was engaged. This is one of my favorite coaching stories – not because it talks of the magic of a new profile that I wrote, but it talks about the power of perseverance. My client got married this October - in time for her 80 year old parents to witness it – and all because she believed she had the power to make things happen.

This next section details exactly what I told her.

Understanding the Opposite Sex Review

- 1) Men's experience online is based on failure. Since most women don't write back, men don't put much effort into their individual emails and they write a ton of them, making him less accountable to any individual woman.**
- 2) You are as valuable as your options. The more emails you get from the people you desire, the choosier you can be. If nobody's responding to your emails after you redo your profile, you might want to broaden your search.**
- 3) Figure out what percentage of people have all the criteria you're looking for. If it's 2%, it's going to be a long haul unless you open up to people.**
- 4) You have to persevere, no matter what. There is someone out there for you, and you can't find that person if you quit.**

Evan Marc Katz – Finding the One Online - Transcript

Section 8 - Writing First Emails

Your profile is a masterpiece.

Your photos are professional, smiling.

You're logging in for _ hour every day looking around.

You have your favorites list of 30-35 people.

You're ready to start writing to people.

But all the people look so DULL! Don't despair.

Not everyone is an online dating guru like you are. Forgive the masses who make all the photo mistakes and essay mistakes. Chances are, at some point, you were doing the same thing. Lack of self-awareness isn't a crime. Nor is lack of creativity. Generally, if people are on here, they're decent folks, people who are looking for a connection in a world that doesn't give us that much great opportunity. Forgive them for not making your search any easier. That's why you're here, using Finding The One Online.

So when deciding who to write to first, I want you to go against your gut, I want you to aim lower. If you're like most people, you will get better at online dating after you practice the techniques we're talking about below. Why waste an email to your top candidate until you're fully well-versed in this system? Better to send out a few fliers to some mid-level contacts and get some experience and a sense of where you need to improve.

Oh, and you will improve because there's a technique at play here. We're going to get into all that later, but just understand if you're going to have your favorites list, you don't have to write to your "favorite favorites" first. If you botch the technique on your first time out, you can't go back and make it better. So I would probably sooner write to someone for experimental purposes. And if that person doesn't write back, it's no

Evan Marc Katz – Finding the One Online - Transcript

big deal.

So take a look at your favorites list. I want everybody on your favorites list to have:

- 1) **Been online in the past 3 days.**
- 2) **To have a photo and a decent profile.** You're allowed to attempt to write to someone who has a virtually empty profile basically because they're attractive, but I don't have a magic technique for writing to someone who gives you absolutely nothing to work with.
- 3) Most important thing is that **the person has to be open to dating YOU** as we've discussed extensively. That's going to be the best candidate for you.

More time is wasted writing to people who don't want to date us than you can possibly imagine. It's not that you're not worthy. It's not that it's not worth the time investment to take the chance when you already know your answer. It's that consistent rejection hurts. And by continually initiating contact with people who specified in their profile that they don't want to meet you, you're bringing it on yourself.

It's like a mom trying to sneak onto a kiddie ride even though she's over 4 feet tall or a man trying to get a job at Hooters. If you're not qualified, sometimes it's best not to knock on the door. So if he says he wants a woman 25-34 and you're 39, I'd believe him. She says she wants a man 6 feet tall and you're 5'6", I'd believe her. You CAN take a chance. Just don't expect anything in return. Your GREATEST chance of getting a reply to your emails is in writing someone who IS potentially interested in you. Not only do you have Reverse Match at your disposal, but on many sites you can see who looked at you and who put you on their favorites list – another safe way of finding people who are open to meeting you.

One final note on this which bears mentioning, you stand a much better chance of getting a reply if you're on the lower fringe of what someone is looking for, age wise.

Evan Marc Katz – Finding the One Online - Transcript

For example, if she's looking for a man, 40-50 years old, you're much likelier to get a response if you're 42 than if you're 49. Both a majority of women and men covet youth, which isn't a judgment, but an observation. So, someone might say "I'm looking for someone 25 to 45" and you're the 45-year-old person who tries to jump in there. The person who is 25 is going to have a better chance of getting a response.

Now that you've got your list, you're just going to start by writing to three people. Way too many folks ruin their online dating experience by winking at 50 people or writing cut and paste emails to 25 people, under this theory that it's a numbers game. I don't like that term, so let's just say that if it's a numbers game, there's a better way of playing the numbers.

So don't start with your favorite favorites. Not until you're really good at this. Aim towards the middle, get some practice and remember, even though this is your love life, right now we're still playing with it. You're not choosing your life partner with each email. You're just trying to make a stranger smile.

And that's the overriding note that I'd give you to this whole thing. There are two main techniques that I'm going to offer you to write first emails. The second one is going to be easier than the first one. But what they both have in common is that in order to get the most out of online dating, you have to make someone else smile, disarm them, do something different than everyone else is doing.

You want to be a good conversationalist. And having a good email dialogue is the same as being a good conversationalist at a party. You don't want to be too earnest, you don't want to be too serious, you want to be smart, fun, confident, playful, bold. And we'll talk about how you can do it. But it all starts by being just a good reader. Anyone who you'd want to go out with has to have SOMETHING to say in his or her profile. If they don't, I'd have to question why you'd want to go out with them.

Evan Marc Katz – Finding the One Online - Transcript

Oh yeah, well, there's the photo. Here's the deal: **there are enough people online with both photos and decent profiles that you never have to write to someone who doesn't have either.** And while it's tempting to send the cute boring guy a note, or drop a wink to the hot, illiterate girl, I've gotta tell you: courting is much more effective when you're trying to comment on something other than looks.

So if you were looking for a template – *Dear X, I really liked Y in your profile. I was especially impressed with Z,* that's not what we're going to do here. Writing emails is inherently personal. There is no one-size fits all answer. Your job is to understand a technique by which you can write a personal email every single time. It's not a cut and paste template.

And it all starts by reading every single line in someone's profile. The username, headline, primary essays (about the person, who that person is looking for), the secondary essays, etc. Being a close reader is essential to your online success. Now when you're going through that profile pick out the most unique detail in that profile. Not what you have in common, not what you like the most, just the thing that you haven't read anywhere else. That's the key. It's true that there are many people who haven't bought Finding the One Online who have hopelessly generic profiles, filled with lists of activities and adjectives. But even they have SOMETHING that can inspire your opening email.

As I said, there are two techniques for writing first emails. The hard one is to make up something that's not true. The easier one is to state an opinion. I'm going to explain further, so don't worry.

Here's the thing: **two qualities that never go out of style, for a man or a woman, are confidence and humor.** Imagine someone came up to you at a party, whispered something funny in your ear and walked away. You would say, "Who was

Evan Marc Katz – Finding the One Online - Transcript

that?” “Where’d you go?” That person has got your attention. They weren’t giving you a cheesy pick up line. They weren’t praising you to the high heavens, telling you about stars in your eyes or your million dollar smile. They were doing the best – and most disarming – pick up move of all time: making you smile.

So instead of thinking that your goal in your first email is to charm someone, to compliment someone, or to convince them that you have something in common or that they have to write back to you for these various reasons – shift your goal. Make the person smile.

In fact, let me take a step back. Instead of telling you what you are to write, let me tell you what NOT to write. What NOT to write is what comes easiest. It’s what’s most obvious. The problem with what’s easiest and most obvious is that everyone else is writing the same thing. And if online dating success, as we said over and over, is about differentiating yourself, it’s worthless to write a generic, lazy email. Same as it’s worthless to have a generic profile, username or photo.

Here’s an example of what NOT to write. Don’t be surprised if you go through your outbox and see a whole bunch of emails that look like this:

Dear John, I read your profile and thought it was really amazing. You have a great smile and I think we have a lot in common. So please look at my profile and if you like what I had to say, write back to me when you get a chance. I hope to hear from you soon. Evan

Every line I just read can be thrown out. Why?

Because anybody that you contact knows by virtue of you contacting them that a) you liked their profile, b) you liked their photo and c) you’d like them to reply. Everything you said, the person already knows. Thus, a short email like that makes 3 big mistakes:

Evan Marc Katz – Finding the One Online - Transcript

I'll read it again:

Dear John, I read your profile and thought it was really amazing. You have a great smile and I think we have a lot in common. So please look at my profile and if you like what I had to say, write back to me when you get a chance. I hope to hear from you soon. Evan

Three mistakes:

- 1) **Compliments.** Compliments mean nothing coming from a stranger. Sometimes they actually come across as quite creepy.
- 2) **Trying too hard to find commonality.** When you're trying to find commonality you're not saying anything interesting. You're merely asserting that you think you have something in common.
- 3) **Weakness** – “if you like what I had to say, write back to me when you get a chance. I hope to hear from you soon.” It sounds like a teenager waiting by the phone for three days for her crush to call back.

You put all those things together – over-complimenting, trying too hard to sell yourself, and weakly hoping that someone acknowledges your email – and you've got the basis of one of the most important foundations in Finding The One Online that there is.

I call it the **Pedestal Principle**. The Pedestal Principle is simple. **Once you put someone up on a Pedestal, they are immediately looking DOWN at you.**

If you tell a stranger how amazing he is, why you'd be lucky to spend time with him, and list a thousand reasons why he should like you, you're trying too hard – and thereby devaluing yourself. Imagine you were at a party where someone came up to you out of nowhere, tapped you on the shoulder and said: “Hey, you look cute. I think we have a lot in common. Here's my number. I hope to hear from you soon.” That would be the worst pick up line in history. Good pick-up lines aren't about picking someone up –

Evan Marc Katz – Finding the One Online - Transcript

they're not about praise, they're not about sex. The way we can get strangers comfortable with us is not by putting them on a pedestal, but by disarming them with laughter and interesting conversation.

To overcome your natural tendency to put people up on a pedestal, you have to embrace that the answer to whatever you write is always going to be YES. Yes, you ARE cute. You ARE smart. You ARE funny. Your reader WANTS to hear from you. And if your reader WANTS to hear from you, you don't need to sell yourself, explain why you're great, explain what you have in common, explain how you're hoping for a reply. You just have to say something funny that stimulates a conversation. It's just like being at a party.

Here are two techniques that allow you to avoid the Pedestal Principle:

Technique 1 is called **Fun Fiction**. In it, you want to take the person's interesting tidbit that you picked out from their profile and you want to apply it to yourself in a way that's clearly not true. Let me repeat, **you want to take that person's unique line and apply it to yourself in a way that's not true.** This isn't exactly dating coaching, this is what comedians do. They make up stories that are clearly fictional – because what's made up is funny and what's true is boring.

So let's use a random example from the first profile I open up on JDate. It's got a bunch of generic stuff that you can see anywhere – fun, friendly, down to earth, movies, travel. Until I see this one tiny throw away line where she says she “never watches television”.

So while it might be tempting to say something that might be real like, “You don't watch TV? Neither do I. I'm too busy working” which could be true, it would be far more powerful to take a second to think creatively - applying her tidbit to my life. “Okay, if I never watched TV, what would it be like?” Taking her line and applying it to me. She says she never watches TV...so if I never watch TV... what would it be like? Then play

Evan Marc Katz – Finding the One Online - Transcript

with it, run with it and see where it leads me.

This just requires thinking outside the box. Not being stuck with what's REAL. Remember, what's real is boring. It's predictable. And everyone's saying the same real thing. So think about it:

You like U2... I like U2. Did you see them in concert?

You enjoy skiing? Have you ever been to Breckenridge? I love it there.

It's boring. You have to think of something that is fun, playful, and different. And when you make up something that's not true, and it's clearly not true, it works really well.

So together let's think about it. What would it truly be like if you never watched television? You might say, *"I ran an experiment where I didn't watch TV for 25 years. Last week, I turned it on and discovered that an African American woman talk show host was the most powerful person in the U.S. Amazing. What else did I miss?"*

Or you could say, *"If you don't watch TV, you probably missed my appearance on 'Lawyers Gone Wild,' a reality show about what happens when the lights go down on litigators and the billable hours are over. Unfortunately, I got voted off in Week 3. Apparently, you're not supposed to do keg stands in front of opposing counsel."*

What's great about this technique is that you're starting a more strangely organic conversation than if you say, "I also like travel. One day I hope to go to China with my sister." Or "I also enjoy Dave Matthews. Did you see him last time he was in town?" It's not that it's bad – it's just flat. By saying something witty, you're compelling your reader to want to respond, just to get a taste of what comes next.

Let's try another example. I'm going to pick another random profile online and I promise I'm not going to botch the line again. So this person has a generic essay, she

Evan Marc Katz – Finding the One Online - Transcript

likes reading, music, hiking. Blah blah blah. Not much to say. But everybody has something unique, something you haven't read anywhere else. *She likes making homemade videos with her camcorder.* Haven't read that one anywhere else.

So I ask myself "What would happen if I used a video camera"? This is the basis for your hook, for your opening line. It's not about telling her how great she is, or why she should write back to me, or what we have in common. It's about doing something different.

"Dear Karen, Last time I tried to use a video camera, I ended up shooting three hours of footage with the lens cap on. Strangely, that film won an Oscar for sound editing, so who knows what the Academy looks for these days."

OR

"No more camcorders for me. I used to be really into it, but after a few million people saw my last video, I decided that I should go back to my passion – making music. Talk to you soon, Tommy Lee."

Listen, if this seems a little silly and tricky to execute, I'll admit that it is. But there's a logical component – there's a formula – that allows you to do it over and over again.

- 1) Find the unique detail in the person's profile even if it's just a word or a phrase that you haven't seen anywhere else.
- 2) Take that detail and apply it to yourself.
- 3) Think about the most far-out thing that would happen if you did apply it to yourself. It has to be far-out, because if it sounds true, it actually won't be funny. If you say something that is made up but it actually sounds like it's made up it doesn't function as an effective joke.

Evan Marc Katz – Finding the One Online - Transcript

A client of mine - all these stories aren't about me - a client of mine used this technique really effectively. I remember him reading a woman's generic profile to me on the phone. The most interesting thing that this woman said wasn't that interesting but she said, "I'm equally comfortable going camping or going to a 5 star hotel." What he said in response to her was a perfect example of this formula at work.

"Dear Mary, I just got back from camping outside the Four Seasons in Maui. Everything was great except for the room service. By the time they brought my food all the way down the hill to my tent, it was already cold."

Again, this technique might take a lot of practice, but when it's done well, it's magic. Simply because people don't get emails like this, people get flat, "Hey you look cute. Check out my profile. Here's my number." Or, just stating a fact, "You seem really interesting and I love that you are into reading about astronomy, tell me more." Where is the flirtation? Where is the wit? Where is the fun?

I'm going to give one more; it was taken out of my real life experience. The woman who I wrote to said this in the second essay of her profile about the man she's looking for: "You're witty and intelligent and consider me fully worthy of the 5,000 gold coins and two camels that my family has offered as dowry."

What I did was write back to her and talked about how in the Trobriand Islands, yams are a very popular dowry staple. And how I was going to woo her and her entire family with sweet potatoes. I wrote that email and I got a girlfriend out of that one in 2004. I swear - as kooky as this sounds, this stuff really works - except when it's poorly executed.

And when you're dealing with something as subjective as humor, you're running a risk. Put it this way: If you hear a joke and you don't get it, you don't say to yourself – "Man,

Evan Marc Katz – Finding the One Online - Transcript

I must have a terrible sense of humor.” You say, that was a bad joke or that wasn’t a very funny person. So if you send something that’s supposed to be funny and the other person doesn’t get it, you can kiss your hopes of a reply goodbye.

So why do it? Why take the chance? Why not play it safe? Because **every person you’re interested in has dozens of other options. And they’re going to feel more compelled to write back to the bold, quick-witted person than the generic person** who mentions that she also likes skiing and hopes to hear from him soon. Playing it safe is fine - the problem is our success rates on these sites are so very low, it’s worth it to go out on a limb. And there is no harm in failing. It’s just another person. Next. Move on.

If you’re doing a good job of it – I’ve written some brilliant emails to women who didn’t write back but I know they were funny - and its okay, people have options. But I would rather go down swinging, taking a chance and doing something bold and funny and smart, than to just do the safest, most obvious, generic email. The easiest thing to write is generally not the best bet. Chances are, someone already did it.

To make sure your jokes actually land, make sure that if a stranger read your email from scratch, they’d have a clue what you’re talking about. My joke about the yams would make no sense unless she remembered that she mentioned yams in her profile, otherwise she would be like, “Why is this guy writing about yams?” Yet sometimes we THINK we’re making a connection, even when we’re not. It would be like a man saying in his profile that he likes television – and then a woman writing back with some random quote from her favorite Saturday Night Live episode. Now the quote from Saturday Night Live may be funny, but it’s not connected to what he wrote in his profile which only mentioned television. He won’t know what she’s talking about.

Or let’s say he wrote about sports. Suddenly, the woman writes about how she won the

Evan Marc Katz – Finding the One Online - Transcript

NYC Marathon by competing in the 80+ division and wearing a big grey wig. The joke could be funny, but unless she can link it to an obvious mention in his profile, the joke just seems weird.

So the best way to connect your joke to the person's profile is by using the **subject header** of your email. Subject headers are a highly underutilized tool. You want to know how underutilized? Check out your inbox and see. It probably says something like this, if you read it top to bottom:

Hi

Hey

Hello

What's up?

Hey there 😊

(none)

Re: Re: Re: Email

That's what an inbox looks like. What a great opportunity to catch someone's attention right off the bat when they look at that inbox. Instead of just coming out with your Lawyers Gone Wild joke, you can say in the subject header "What you missed on TV..." so that she knows that you're referencing her TV line.

Or if you're making a joke to a woman who talks about using camels as dowry, you might make your opener read: Low on Camels, High on Yams. That way she knew that I was talking about her dowry line where she mentions the camels and coins. And truly, who wouldn't be intrigued to find out what High on Yams actually meant?

Once again, if this all sounds a little too creative and "right brained," playful, silly or stupid, I want to give you a sigh of relief. You don't have to be a comedy writer to succeed in online dating. It's more important that you understand what NOT to write

Evan Marc Katz – Finding the One Online - Transcript

than that you master this technique, this Fun Fiction technique. And that's the hard part - because our natural inclination is to say what first comes to mind – “you're cute, we have something in common, please write back.” If you remove that, the obvious things we say, you're left with a void. And this is a void you have to fill using my other email writing technique called, **“Opinion Openers”**.

With Opinion Openers, the burden on you isn't nearly as great to come up with a wacky, eye-catching opening line. All you have to do is take an extra second when replying to ask yourself if we can get a sense of your PERSONALITY from what you're writing.

The problem is that generally when we write to other people, we only state facts. The facts we state are generally of the “Me, too” variety.

“You enjoy oil painting? I enjoy oil painting, too!”

“You like going to Disneyland? I go with my family every spring!”

“You're a big baseball fan? I've had Dodger tickets since 1998.”

Once again, there's nothing WRONG with these lines. They're better than “Hey, you look cute, here's my number.” But there's no real personality, there's merely fact - me too. “You do that?” “Me too.” And it's a lot harder to write back to a fact than it is to write back to an opinion. An opinion is interesting. An opinion gives someone a reason to want to continue the conversation.

If he says he likes oil painting, you might say, “I hate to admit it, but I've always found those Bob Ross paintings that he makes in a half-hour on TV to be just as good as anything that Matisse ever did. Did Matisse ever paint a happy little tree? I don't think so! What TV painters are your influences? ☺”

If he says he likes Disneyland, you might say, “My Mom has season passes (and wears

Evan Marc Katz – Finding the One Online - Transcript

Mickey Mouse ears), so I'm very familiar with The Happiest Place on Earth as well. For some reason, I always ride the water flume ride first, even though that means I'll be wet for the rest of the day. Can you explain this irrational behavior to me?"

If she says she's a baseball fan, you might say, "Looks like the Dodgers have a playoff run in them this year. Apparently, all it took was bringing in a bunch of Red Sox and Yankees."

See, Opinion Openers aren't as witty or candidly as effective as Fun Fiction – but they're certainly much easier to write. All it means is that you have to take five extra minutes to see if your personality and opinion is showing in your writing. If it's not, you're probably writing a "me, too" email that has probably been written a thousand times.

There's one final step to writing a first email that bears mentioning, **the open and the close.**

As I said earlier, I think it's great if you can start your email right in the subject header. For the painting one, the subject could be, "Happy Little Trees". Or for the Disneyland one, the subject of the email could be "Water Rides at 10 a.m". For the subject header of the baseball one, it could be "Manny and Torre". This provides the connective tissue that sets up your witty three or four line email. In this instance, you can dive right into your text. You don't have to say, "Dear Sally" which slows down your email. Start it right at the top and continue right in the email.

Conversely, not just the opening, but we have to focus on the close. You **ABSOLUTELY** want to sign your initial email in a fun, confident close **AND** sign your name. I've seen way too many clients write a witty email and then undermine the whole thing by not signing their name. So it looks like some weird, creepy anonymous email instead of something warm and funny and personal. It's attached to a person's name.

Evan Marc Katz – Finding the One Online - Transcript

When I talk about signing off confidently, half of signing off confidently is NOT signing off weakly. What is signing off weakly? “So, if you like my profile and what I have to say, I hope to hear back from you soon”. Weak. Remember, the key to Finding the One Online is confidence. If you’re confident that they’re going to write back to you, they’re more likely to write back to you than if you seem insecure that they won’t. So drop the “please email me” stuff and close with some wit.

For the painting email you could close with “To White Man Afros” in reference to Bob Ross.

For the Disney email you could close with M-I-C- (See you real soon) K-E-Y... (Y? Because I said so) M-O-U-S-E.

For the baseball email, you could close with “Don’t drive near Chavez Ravine at rush hour. Don’t say I didn’t warn you.”

These are all inside jokes, presuming an understanding of the subject matter. You can’t write about Bob Ross or Disneyland or the Dodgers if you don’t know anything about it. But if you have an opinion on a subject and you’re writing specifically about the subject expressing your opinion, the closing becomes apparent. The whole idea is, “Yeah, it’s a little silly but it’s also a little brash, and it’s indubitably confident.”

Again, don’t forget - after you do all this amazing work - to sign your name. Always sign your name, even if it’s just your first initial or username. Don’t just leave it blank.

Evan Marc Katz – Finding the One Online - Transcript

First Emails Review

- 1. Start by writing to only three people who you don't care if you get a response or not.**
- 2. Avoid the Pedestal Principle – telling the person how great they are only lowers your value.**
- 3. Don't write what's most obvious or what comes to mind first. If you're doing it so is everybody else.**
- 4. The goal of your first email is just to make the person smile.**
- 5. Express opinions, not just facts. Opinions are what make people want to write back to you.**

Evan Marc Katz – Finding the One Online - Transcript

Section 9 – Second Emails & Elevating the Conversation

It's remarkable how much trouble we have with online flirtation. The number of intelligent successful clients who tell me "I'm not a good writer" is astounding.

So let me give you a way to reframe your own skill set: **If you can talk, you can write.**

The problem is that you probably think that writing is different than talking. That you lose your voice when you're typing, instead of typing exactly what you'd say in real life. There's really no difference.

You know what makes me a writer? I write like I talk. If you've read a single word I've written before listening to me speak, you'd realize – wow, that's the same exact guy.

Your only challenge when flirting by email is to make sure that you're the same fun, friendly, witty person you are when I meet you at a cocktail party. Let's think about it, the things that we write online are not the kind of ways we talk to people at cocktail parties.

Remember, nobody goes up to a stranger at a party and says, "You look attractive. I think we have a lot in common. Here's my phone number. Call me." What we do in real life is talk about anything BUT hitting on each other. If I'm at Starbucks, I don't tap the cute woman in front of me and tell her she's beautiful and that I'd like to go out with her. I point to a scone in the back of the display case and say, "I've always wanted to try the blueberry scones here, but I think that one has been sitting there for the past six months. Will you take a bite first and let me know that it's okay?"

So when you're corresponding with people online, your only goal is to keep things light and fun – and to consider what the other person is

Evan Marc Katz – Finding the One Online - Transcript

experiencing when reading your emails. Too many times, we write the first thing that comes to mind without thinking it through. And, as anyone who has ever gotten into an email fight knows, without the proper tone, even the most innocent emails can be easily misinterpreted.

Think about the kind of emails that you get. Think about how hard it is to respond to them. Think about how people rub you the wrong way just because they didn't listen to themselves speak.

People who write one line responses that you can't respond to.

People who say too much in their emails.

People who don't sign their emails with a name.

People who don't ask you any questions.

People who don't answer the question you asked.

People who are in a rush to meet you.

People who wait a week before writing back.

People who offer their phone number before you're ready.

People who have nothing interesting to say.

People who sound like they're interrogating you.

People who have "rules" for how their correspondence is supposed to go.

Most of this stuff is pretty easy to fix. Don't be the person who doesn't sign her name. Don't be the one-line response guy. Don't be the person who doesn't ask questions. It seems pretty obvious, but we don't always look at our emails as if we're this stranger on

Evan Marc Katz – Finding the One Online - Transcript

the other side who is receiving them. We just write what makes sense to us. We have to step outside ourselves and look at it. Would I like to receive this email? What would I say back to this email?

So I want to focus our time not on the obvious things: of course, you're supposed to ask questions. How else would you have a conversation? You can't just give a one line response if you expect someone to write back to you. We know this. But let's think about the other stuff that comes up when you're corresponding with people by email:

A super common one is **people who seem boring**. Remember, it takes TWO people to have a boring conversation. It's entirely possible that you're being funny and fascinating and getting nothing in return, but the responsibility is yours to find out, to keep things going.

A good rule of thumb is to write back a response that is roughly equivalent to the one you received. So if he wrote five lines, you write five lines. If he wrote 3 paragraphs, you write three paragraphs. Always remember to inject relevant stories about yourself, express your interesting opinions, and ask a question or two for the other person to respond to.

If you receive a one line answer with no question, you're faced with a challenge: either cut bait and find someone else more interesting. And if you have 1,000 people writing to you then that's something you can actually do. You can be as choosy as you like. But if your inbox is a little bit thin and you think this person has potential but they're not giving you much to work with, it's your job to come up with the creative way to start the conversation.

So many online conversations die because we think the OTHER person isn't carrying their end, but if we look at our own efforts, there are many things we can do to improve. Ask yourself, are YOU saying anything entertaining? Anything insightful or witty? Are you asking light questions instead of

Evan Marc Katz – Finding the One Online - Transcript

serious ones? In short, are you having the kind of cocktail party conversation where a person would want to stick around, or the one where the person would excuse herself to go to the bathroom? It's easy to blame other people for being poor conversationalists, but it's your job to raise their game – just like the host of a party who has to be extra gregarious to introduce his shy friend.

And if you're stuck – if the conversation is grinding to a halt – and you need to pull a rabbit out of a hat – try a short questionnaire. I know it seems gimmicky, but when “So, how long have you lived here?” and “Do you enjoy your job?” - when those topics die a quick death, sometimes you need to lighten things up.

Paris or Fiji? Boxers or Briefs? Ginger or Maryann? Steak or Chicken?

Just something fun that gives someone something to respond to. And again it doesn't have to be in this either/or format - I just made that up. You could say, “What's one place on earth you'd love to visit and why haven't you gone there before?” or “Have you ever skinny dipped before and if so, were you entirely drunk?” or “What was your greatest athletic achievement? I'll bet you were the MVP of your Pop Warner football team”.

You see how this is a refreshing change from the mundane, relationship oriented, interview questions that most people ask? Tell me about your job, tell me about your family, blah, blah, blah. Now, **if you write one of the fun emails and you still don't get anything interesting back, you KNOW the person is boring and you can safely move on.** Your decision is made for you. But instead of giving up on a conversation 'cause it's not scintillating, ask yourself what your role is. If you get more creative, ask more interesting, lighthearted questions, can you discover a personality in the other person? My bet is that you can.

The other most common email dilemma I see is **people who are in a big rush** to meet you. And by people, I usually mean men. Why is a guy this way, anyway?

Evan Marc Katz – Finding the One Online - Transcript

- a. Because women disappear so quickly, he figures that he has to get a date FAST.
- b. Because he's spent time courting before only to discover that there's no physical chemistry.
- c. Because he's busy and/or lazy.

So when the guy busts out his very charming email: "Hey, great smile. You seem really interesting and I'd like to get to know you better. If you're interested, give me a call at 555-1212," what do you do with that?

I mean, there's the temptation to ignore him, and, as stated, if you have a ton of options, you can. That's the point of being as valuable as your options. If you have dozens of emails flooding your inbox, you can ignore the bland guys and the lazy winks and the pushy guys. If you don't, you have to consider how you're going to manage this in a way that works for you.

Just as an aside, guys: If it's not abundantly clear, writing any email that sounds like it could have been written to anybody, just anybody, is a terrible idea. **You may get a response from doing this spam approach, but that's in spite of your methods, not because of your methods. Better to write to 4 women and have 2 write back, than to write to 40 women and have 2 write back.**

This reminds me of something I forgot to say in the profile section. I know a bunch of attractive women who say they don't need help with their profile, they get compliments on their profile all the time. You're being lied to. Guys are smart enough to know that they can't just comment on how hot you are, they have to say something: "Hey great profile." It doesn't necessarily mean you have a great profile. If you haven't told stories, if you don't have a voice, if you've done anything negative, if you list a bunch of adjectives and activities - and you're being complimented anyway it's probably not a

Evan Marc Katz – Finding the One Online - Transcript

great profile. People are just smart enough to know that they can't only comment on appearance. Anyway, moving on...

So, if the guys who are not listening to Finding the One Online are pushing really hard to meet you, ladies, your job is to find a way to redirect these guys in a positive way. See, it's not that he's a bad guy for wanting to meet you quickly, it's that his agenda of speeding up the process and your agenda of slowing down to get some level of comfort – are in direct opposition to each other.

By the way, all of this stereotyping doesn't mean there aren't some women who just want to meet right away and some men who take their sweet old time. Now remember, often men and women take their sweet old time to get to the phone to get to the date because they're already dating 1,000 other people and they don't have time.

But if you're a woman and some guy is like, "Here's my phone number I want to meet you." You do not want to write, "I'm very uncomfortable calling you or giving out my phone number. Why don't you tell me more about yourself? I couldn't tell much from your profile." Such a response is only going to make him feel like a criminal who failed in his attempts to charm you, when in fact his biggest crime is that he's clueless and eager to meet you. You're making the guy feel like he's done something wrong with your email response by setting your rules.

Therefore, if a guy offers his phone number, but you want him to call you - because a man should call a woman first - you have to give him a playful counteroffer – one in which he feels encouraged, not rejected.

Very cute profile, Jim. Thanks for the note. I'm really flattered that you offered your number and very much look forward to speaking to you. However, if I called every cute guy who offered me his number, I'd probably be on the phone until next June. So, I'll tell you what, sweetie – answer me these four questions and maybe – if you're lucky – I'll send you some photos that were not

Evan Marc Katz – Finding the One Online - Transcript

posted on the website. No, they're not nudes, so don't hold your breath. 😊Talk to you soon.
Sharon!

And then you give four silly, meaningless questions we talked about, which give him the chance to show his personality.

Thus, Jim gets what he wants AND Sharon gets what she wants. He's not being rejected. He's being complimented and encouraged to continue his advances. All Sharon asks is for him to make a further investment in her. And she makes it real easy for him by asking some playful questions that allow him to express his opinions, and, probably, ask her four questions of her own. Now he's playing by her rules. Why? Because he likes her, she made him feel good and he actually wants to get a date and he's seeing that progress is being made.

Now, if he doesn't play along with her refreshingly light email, because he's too impatient, then it speaks for itself – he's not a particularly good dating candidate. A man who is that tone deaf to how a woman wants to be treated eliminates himself pretty quickly. But the big shift in this scenario is in the woman's tone. Instead of being offput that he approached you in the “wrong” way, you're going to respond to him in such a manner that allows him to shine. And if he STILL doesn't step up, then you can feel good knowing that you did everything right and it's his loss.

Let's not mistake this for the times when you give men rules and boundaries and interrogative questions? *So, how long have you been divorced? Have you ever been into drugs? When is the last time you had a serious relationship? What exactly are you looking for in a mate?* Could you IMAGINE saying something like this to a stranger you met at a party? Really! Yet, because of our fears and concerns about the strangers on the internet, because we don't want to waste any time – we put it all out there in the least artful, subtle way possible. You can't blame a guy for running away when you're all but fingerprinting him before the first date.

Evan Marc Katz – Finding the One Online - Transcript

Once again, if you're a woman, you're not "wrong" for wanting to know these things. But dating is best when it's an organic process. Try to rush it on either side and the other person will feel uncomfortable. This goes for both sexes. The guy who pushes too hard to get laid on a first date will never get laid. The woman who talks about her aching desire for children will not have them with the man who she confesses this to on date one. **So let's all remember that the way for us to get what we want out of the dating process is to put ourselves in the shoes of the opposite sex.**

Women want to feel safe, secure, and in the hands of a man who is both charming, interested and out for a serious relationship.

Men want a woman who is attractive, fun and interested – a woman who sees them as the best man he can be, not as a scary embodiment of the worst of men.

Which is why, **when you're in the early phases of email and you don't really know the person, the best thing you can do is to talk about ANYTHING BUT heavy relationship stuff. Keep it light.**

If you're a woman, don't be so afraid of this man being a player or a killer or a heartbreaker. Treat him the way you'd like to be treated yourself if you met him at a party. Read the emails you write to him – are these the kinds of emails you'd like to receive in return? Are they fun, are they interesting, are they flirtatious, are they interested? Or do they sound like an HR person checking the references of her new mailroom attendant?

It's easy to lapse into the latter when you've been burned before. But I'll tell you this now and repeat it later and I want you to remember this forever: **The NEXT guy that you meet has NOTHING to do with the last guy that you met.** Just because you had a stalker doesn't mean that the innocent new guy should be treated like a criminal. Just because one person flaked out after making out in the car doesn't

Evan Marc Katz – Finding the One Online - Transcript

mean the new person has the same makeup. **The more we assume that all members of the opposite sex are any one thing, the more we box ourselves in by putting up walls that normal, well-meaning people just don't want to have to scale.**

Put another way – if you're a woman who makes a guy feel bad about himself, you can pretty much guarantee that if he has any self-esteem, he's not going to come back for more. He's going to find a woman who DOES want to meet him, who does want to give her name and her phone number, who's excited to be in his presence. Which is why the answer to a man who gives his phone number or says let's meet is not NO. It's "That sounds great. Here's what we're going to do to get to that point".

The best metaphor I can give, sort of a visual metaphor for women trying to slow down these guys who are pushing so hard: it's like standing in line. And if a guy wants to meet you, he's going to have to wait in line for a little bit. If you don't make him wait, then you're going to find yourself going out on a lot of awkward blind dates with a lot of total strangers.

So, if you want him to slow down to go at your pace, how are you going to make it fun for him? That's right. Fun! At Disneyland, they have these massive 2 hour lines for the big rides and they zig zag. So what do they do? They have characters come up to you, they have mist machines, they have videos on the wall with backstory about the ride. It's all designed to distract you from the fact that you're waiting.

As a woman, if you want to make a guy slow down, you have to make it fun for him to slow down. That's why you have to be positive, encouraging and flirtatious instead of laying down the law about how you don't meet strangers. This way, you BOTH get what you want. He gets to move forward, he's actively anticipating the date, he's having fun getting to know you. You're getting a guy who has invested in you, who is going through the paces. He doesn't get the instant gratification and you get to build a trust and rapport with him

Evan Marc Katz – Finding the One Online - Transcript

after a few emails and phone calls.

So how does a guy get a woman's phone number online? I can tell you one thing – it's certainly not by giving it out in your first email. That's the equivalent of giving your card to a stranger at a bar whom you haven't even talked to. You have a much better chance with her if you talk to her for an hour and ask for HER number. And if you don't believe me, here's a statistic that should jolt you.

Literally 80% of emails in which men OFFER their phone numbers are IGNORED.

So while you may think you're saving time by giving out your number, you're just turning off women. Women who want to feel valued and safe before they meet. Women who think the tradition of men courting women is something to be upheld.

Women do need to understand the man's point of view, however. The instant gratification of the internet makes it really hard to resist moving fast. Men email their phone numbers wantonly because SOMETIMES it actually works. When it does, they think it's effective. It's not - not for the long run, not compared with a slower, more organic approach.

Thus, if you're a woman, don't get too upset at the men who email their numbers and ask you to call. They are most likely some combination of lazy, frustrated, clueless, or maybe just not really interested. They're putting their flyers on car windshields and hoping that some business trickles in.

And if you're a man, it's about time you understood this about women. **You need to EARN a date with them. You don't deserve one simply because you're cute, you have money, and you know how to type out your digits. You have to charm women, make them laugh, win their trust, build rapport, gain comfort. THAT's when it's time to ask for a date.**

Evan Marc Katz – Finding the One Online - Transcript

Women, you just have to show him how to do that for you.

Second Emails Review

- 1) Writing is just like talking. If you can carry on a conversation in real life, you can do it online.**
- 2) Elevate the conversation by expressing opinions and asking questions. Most of all, keep it light.**
- 3) Learn how to redirect the advances of the opposite sex in a positive way.**
- 4) The next guy has nothing to do with the last guy. The next girl has nothing to do with the last girl.**
- 5) Men should ask for a number when it feels organic and appropriate, not push for a number or date before she's ready.**

Evan Marc Katz – Finding the One Online - Transcript

Section 10 – Going From Email to the Phone to the Real Life Date

Women Writing First

It's somehow presumed because it's the order of the world, that men should be the ones who write to women first. This could not be farther from the truth. If you think that, you're missing out on literally HALF of online dating – specifically contacting the people that YOU want to talk to, instead of merely accepting those who write to you.

I hear a lot of women say, "If he really wanted to write to me, he would." In certain cases, that would be correct. The man who winks at 50 women in an afternoon would probably let you know that he's interested. It wouldn't be particularly special, but you can probably assume that there isn't a woman on earth he hasn't written to. However, for a guy who's a bit more patient and discriminating, you have to realize that we can't go out with everyone on the site that we find attractive. There are only so many days in a week to pay for dinners for strangers, you know?

When I used to date online, I would follow the same strategy that I gave you above. Go through 500 people on a dating site, put 30-40 of them on a favorites list, and then write to 3 or 4 at a time. If they all ignored me, I'd remove them from the list, write to a few more and do a search, adding new people to my list regularly. This was my active process.

The way different online dating sites work, you could sometimes see whether someone looked at you or put you on their favorites list. This can work as either an advantage or a disadvantage. As a man who is an active online dater, I don't want to be caught looking at a woman's profile every single day. She will think I'm a weird stalker, when, in fact, I'm just a serious online dater who likes looking at pretty pictures.

Evan Marc Katz – Finding the One Online - Transcript

On a site like JDate, I always opt to hide when I look at or put people on my favorites list. Women often use this same tool to encourage men to write to them. If he sees you looked at him or put him on your favorites list, it becomes his invitation to write to you – it lowers his chance of rejection.

However, I don't think women should rely on this passive/aggressive manipulation to hope that a guy writes to her, because you're not fully getting in his head and understanding his experience. Just because a guy wrote to four other women first doesn't mean he's not interested in you. In fact, chances are he's bored and exasperated with the women he's currently talking to, which is why his profile is still active online.

So what's the cost of you writing him an introductory email? Nothing. If he thinks you're cute and your profile is captivating, he'll either add you into the mix or drop everything he's doing for you. We men act in our self-interests. Why would we not be interested in an amazing woman who saves us the trouble of writing to her? Don't take a hint that isn't there. If he looked at you, he's potentially attracted to you – you may even be on his favorites list. The only way you'll find out is by dropping him a line.

Now this doesn't mean that there aren't other ways of doing it. You can look at him and hope that he writes back, you can send a whole bunch of winks. I just had a client recently who said the pressure of writing first emails is too much. "I just would rather wink at guys and some will respond." And the answer is yeah, some of them do. A broken clock is right twice a day.

Now I can already hear some of your responses. *"Writing emails to men doesn't work. The only way it works is when he writes to me."* Well, that's a self-fulfilling prophesy if there ever was one. **Of COURSE you have a higher success rate when he writes to you; it means he's already interested. But that doesn't mean that the men who haven't yet written to you aren't interested.** And if you've written an email and not gotten a response, that's fair, but maybe you haven't done it

Evan Marc Katz – Finding the One Online - Transcript

the Finding the One Online way – strong, confident, funny, new username, photo, essay. Maybe you should give it a whirl.

Besides, you can't worry about what you can't control. Maybe he doesn't like blondes. Maybe he wants more time to have kids. Maybe you live too far away. There are tons of things which may be the root cause of why he doesn't respond. But none of them should impact your proactive stance to online dating. **Women who stand on ceremony, waiting for the “right” guy to write to them are the equivalent of women who sit at a booth in a club with their girlfriends, wondering why no guys are coming up to them. You have to mix it up a bit, put yourself out there more.**

Does this work? Literally just this morning, I talked with a client who had redone her profile and photos and was feeling really great about it – except the right guys weren't exactly knocking down her door. I told her to stop waiting for men to contact her. Find the five most interesting candidates and write them some catchy first emails. That's what she did. All 5 wrote back.

Here's what I told her to do: We referenced it before in the Pedestal Principle section. If you're writing to a man, you can't tell him how great he is. You have to assume the answer is YES, that he will like you, that by writing to him, you're making his day.

It may sound a little arrogant, but hear me out. Do YOU like it when some strange guy tells you how great you are? Sure, it's nice, but it's a little weird. “You're so beautiful. You've got the best profile I've ever read. I think we'd be perfect together.” “Ew. Back off. You don't even know me.” You'd probably be a lot more comfortable with him if he just started talking to you about your golden retriever, or about your amazing blueberry French toast recipe. Remember that. Remember that your confidence in yourself is what's going to inspire someone else's confidence in you. It's not how much you sell yourself or how great you tell someone they are. These kinds of compliments are

Evan Marc Katz – Finding the One Online - Transcript

wonderful once you're in a relationship, but overpraising before you get to know someone doesn't always come across the way we want it to.

What about that old adage about men wanting a challenge? You might be asking yourself that. Yeah, there's something to it. We want to climb the tree to pluck the highest apple off the top, not grab the bruised one sitting on the ground in front of us, which is why the tone of your email is so very important. In every sentence, the underlying vibe is "this is YOUR lucky day". "Hey this is your lucky day, I'm writing to you. Don't you know that?"

Yet the temptation is always there when you're writing to a man to compliment him, to tell him how great he is, to tell him why you're well-matched and why he should write back to you. Don't do it. Let your bold, positive attitude intrigue him. Let your smiling photos shine. Let your unique essay dazzle him.

Start by writing to 4 guys. Confident, personal, short emails, just like the ones I described before. Chances are, by the time you're done, you're going to have at least one new contact that you wouldn't have had if you sat and waited for that guy to write to you first.

The 2/2/2 Rule

Now I want to talk about something I call the 2/2/2 Rule. And this is just a loose paradigm that I came up with to describe what happens once you start making email contact.

So you probably have this question: "All right, I'm writing to these men, these women, how are you going to make that happen? How are you going to go from email to the phone to the real life date without taking too much time?" My loose system doesn't have a specific amount of time it should take. It's about a process that gives both parties,

Evan Marc Katz – Finding the One Online - Transcript

men and women, what they want. Traditionally, not exclusively, men want to move faster to see if there's chemistry. Women want to move slower to ensure that they're safe.

My paradigm for both men and women to achieve this, is to write two emails on the dating site, two emails off the dating site, have two phone calls and then go on a first date. 2/2/2. This whole process doesn't have to take any more than a week, so it doesn't drag out. So men don't feel they're investing too long in a dead-end and women don't feel that they're going out with a total stranger.

Using this system, a woman can weed out a man at any point. His illiterate emails, his pervy regular emails, his negative attitude on the first phone call. Similarly, a man can screen women to make sure that when he gets dressed up to buy her dinner, he's going to be meeting a woman that he wants to spend two hours with. Remember, the faster you rush into dates, the more likely you are to go on bad dates.

By keeping things moving briskly from the dating site to regular email to the phone to the real life date, your correspondence will have two things that most online flirtations do not – momentum and excitement. You could probably add a third – trust. As you might be able to tell, most times, you're getting ready for a date there's no feeling whatsoever except—here we go again, another total loser. The more time you spend before the date, the more likely you are to have a great first date. A first date that feels like a second date because you've taken the time to get to know that person.

Another thing to keep in mind with the 2/2/2 rule: A main reason for taking the intermediate step to get off of your dating website to regular email is that it personalizes the interaction. Yesterday he was writing to 10 women on Match, now he's writing to 9 women on Match, one woman off. It's like being in a crowded bar and saying, hey, let's

Evan Marc Katz – Finding the One Online - Transcript

step outside where it's more quiet. And let's not forget that **every time you write to a person online, you're pretty much inviting them to look at other people.** Right? You log in to Match to check your email and start browsing other candidates. Why would I write you an email and invite you to do that? That would be like taking a date to the world's biggest singles bar. I want to get as far away from the competition as possible, which is why when it feels organic after a few emails online, I'll always ask for a woman's email address. I don't offer mine, because that just gives her extra work to do and I don't want to give her extra work to do. I'm here to court her. I ask for her email address and give her a very valid reason why we should take things offline.

"It's hard for me to log into the site during the workday, but I'm always on my Blackberry, so why don't you give me your regular email address so we can reach each other more easily?"

OR

"What's your regular email address? I'd love to send you a picture of me from this last weekend's trip to Catalina Island."

Needless to say, this only works when someone feels comfortable with you, which is why you don't move yourself off a dating site to regular email until 2-3 emails in. By then, it should feel natural step to take it to the next level.

If what I'm talking about sounds entirely unnatural to you, I want to remind you that dating is about building relationships and finding a comfort level. You might be of the mind that you're busy and you just want to meet right away so as not to waste anybody's time, yours or theirs. By all means, go ahead. But ask yourself, **would you rather go on one great date every two weeks with someone that you trust and are excited about meeting? Or go on three blind coffee dates each week with total strangers? I know where I fall. If you want your first dates to go better, the answer is to slow down, not speed up.**

Evan Marc Katz – Finding the One Online - Transcript

And that's where a lot of men seem to struggle. Their desire to move quickly creates an uncomfortable situation for the woman. Imagine being in her shoes, with dozens of guys emailing her "When do we meet? When do we meet? Let's go! Let's go!" The way to really get her attention is to do the OPPOSITE of what all those guys are doing.

Pretty soon she's going to realize that there's this one man who writes funny emails, who calls when he says he's going to call, who really seems to want to get to know her. Who do you think she's more likely to give her Saturday night slot to? The guy who gave her his phone number and told her to call him? Or the guy who's been making her laugh every day for a week? You got it.

Now to be very clear, just because you write witty first emails doesn't mean that everything's going to go smoothly, quite the contrary. Because every single person you're looking at on a dating site has hundreds of options, online dating is therefore a very big revolving door.

I have a client who is a super-busy career woman in her early 40's who has a thousand things on her plate. Still, she manages to squeeze in a little online dating and coaching because falling in love is important to her. One day, she announces that she's fed up with Match. Specifically, there's this one man who seemed interested in her. He told her he was going to call her, but he didn't. He later emailed to apologize - he got busy at work. This wasn't a sufficient explanation to my client. A thoughtful man would have found a way to make it happen. Then I pointed out to my client that she was a very busy person herself. And that she has had to cancel appointments with me because of her packed schedule. And in that moment, it hit her like a ton of bricks, that despite her intelligence, kindness, and self-awareness, she was a complete and utter hypocrite.

I'm not mocking her. **We're all hypocrites in that we expect people to treat us better than we treat them. Then we go around squawking about how**

Evan Marc Katz – Finding the One Online - Transcript

poorly everybody else in the world treats us. We hope to be forgiven for our minor indiscretions ("I'm too busy", "I'm late", "I forgot"), but we don't want to do much forgiving ourselves, especially not to total strangers.

So while you can generally tell based on someone's efforts that they're seriously interested, here are a few of the perfectly reasonable reasons that a woman (or a man) might not write back to you.

She's genuinely busy

She's just not that into you

She's talking to someone else she likes better.

She no longer has a subscription

She's seeing a bunch of other people who got there first.

He got serious with someone else after a second date

He's out of town on business or a vacation

He's got personal issues with health or family, etc.

These are things we don't know, we couldn't possibly know. But the thing to remember, ultimately, is that **it doesn't matter why a person disappears. If you didn't do anything wrong in your email to drive her away, there's nothing to learn from the situation. Just accept the fact that you'll never know what's going on in a stranger's head and move along.**

And the next time **you** choose to stop writing to someone – because you got busy, because you found someone you liked more - ask yourself if you owe each of your contacts an individual explanation. I'm guessing that you don't.

Online dating is, by nature, confusing. Some people are serious about relationships. Some people are looking to have fun. Some people are fresh out of divorce. Most of these people you'd never meet in real life. So there's something exciting and new about it – and something scary and intimidating as well. Never let fear get in the way of your

Evan Marc Katz – Finding the One Online - Transcript

decision making.

What you're here for is to engineer the love life YOU want to have. You want to go on five coffee dates a week, you can do that. You want to have every Friday, Saturday and Sunday booked? You can do that. You want to go on one romantic evening every three months? It's an option for you.

What you have to do is work backwards and ask yourself – what is it that I'm looking for and how am I going to get it? Just because you're looking for one happy relationship, - everybody else here is - doesn't mean that the next person you're going to meet will be it. So how many dates do you need to go on, how much time during the week do you need to devote, how many people can you possibly see at once?

Let me tell you my story and you can figure out how it reflects on your own life. Since dating was my top priority for as long as I can remember, I always wanted to make sure I had at least two dates a week. When I was making \$30,000/year, it was tough to go on 2 dates a week, but I knew that if I wanted to find love, this was the process I had to go through.

Now, because of the normal attrition rate of online dating, it's not as simple as "write to one woman, get one date". As everyone knows, you start with a really wide funnel, and only a few make it to the other side where you get to meet in person. **You don't want to be TOO restrictive, otherwise you'll find yourself going on very few dates – and very few dates means very few opportunities to Finding The One Online.** So what worked for me and I was really busy was corresponding with 6-8 women on the dating site, getting 4 email addresses and phone numbers and dating 2-3 women at once.

Sound like a lot of work? Guess what? There's more than you think. Because it's not just taking two sixty minute coffee dates each week. If I'm corresponding with 6 women that means I probably wrote to 20 more. And if I've got 4 phone numbers, that means I have

Evan Marc Katz – Finding the One Online - Transcript

to carve out time each week to talk to all of them. **Successful online dating is directly correlated with the amount of time and effort you're willing to put in.**

Now believe me, I don't expect you to be as obsessed as I was. But even if you cut my efforts in half, you're still dedicating a good amount of time to your love life, as you should. You work for 8-10 hours a day; the least you can do is give an hour to the most important aspect of your existence – what we call LOVE.

So maybe you use this as a paradigm for online dating. For example, let this be your new way of being: Log into your dating site for _ hr each day. Do a search. Add a few new people to your favorites list. Take a few off. Respond to the emails in your inbox. Initiate contact with two new people. Voila. There's your online dating. Now, based on your availability, you want to move enough people forward in the dating process so that you can have a date each weekend, but not too many people that you feel swamped and have no time to yourself. So if you have 4 people in your inbox, you should make time during the week for two hour-long phone calls, at least one of which should result in a Saturday night date.

Thus the time invested each week for your healthy, active love life is:

A 1/2 hour on Match each day for 7 days, 1 hour for 2 phone calls each, 2 hours for 1 date, plus an hour of miscellaneous emailing and texting.

Add it up and you've got 8.5 hours each week for your love life, compared with 40 hours that you're spending at work. If you find the love of your life, are you going to tell me that it's not worth it?

I talk a lot about going from email to the phone to the real life date. That's not a way that a lot of folks like to function. Some people are big on texting. Some people only correspond by email. Some people just want to meet up, live, as soon as possible.

Evan Marc Katz – Finding the One Online - Transcript

All I can tell you is that as a guy who's gone through every single permutation and seen everything from both the female and male perspective, there is NEVER any harm in getting to know someone better. The worst thing that happens is that you spend an extra hour talking to someone who is five years older and thirty pounds heavier than advertised. The more likely scenario is that when you go out on your first date, it'll feel more like a second date. Let me give you a couple of stories to show my point.

Once upon a time, I had a woman write to me who was very excited about my profile. She gave me her number, and told me to call her immediately. I called her that night and had a very awkward 20-minute conversation. To the point where I didn't actually like her as a person. I didn't want to be rude, but, at the same time, I didn't want to drive crosstown and spend fifty bucks on her given that I didn't enjoy our conversation on the phone.

So when she said "Aren't you going to ask me out?" I took what I thought was the high road. I told her, "Honestly the conversation was a little awkward, but I'd love the opportunity to call you tomorrow and get a fresh start". She told me that "You can't tell if there's chemistry until you meet me." Fair enough, I asked her to indulge me with one more phone call. She hesitantly agreed.

The next morning, I woke up to a nasty email: "Who the hell do you think you are, Mr. Dating Expert? I don't need to jump through hoops to talk to you! You're not that great! How dare you judge me!" And so on and so forth. The moral of the story is that I very easily could have gone out with that woman and spent three hours of my life preparing, driving over and paying for her. To me, the uncomfortable 20 minutes on the phone was a much better investment of my time.

The flip side of that is the value of building an actual relationship before you meet. You remember friendship, right? What it was like to see a guy or girl from work or school

Evan Marc Katz – Finding the One Online - Transcript

and slowly develop feelings for them in an organic way? Well, three times in my life, I spent about a week talking to different women on the phone before I met them. All three became my girlfriends. Our conversations were so electric and natural, that the only thing left to figure out was if there was chemistry. In these three instances, our relationships started almost immediately because there was.

And that's the other thing about slowing down, talking on the phone and building trust. Your first date is going to be so much more easygoing and fun than if you showed up and introduced yourself to a stranger. That's like an interview, the strange, blind first dates when all you've done is exchange one email and showed up.

Do you remember what it's like to eagerly anticipate a date? When there are butterflies because you have expectations? Well, go on a hundred blind coffee dates and watch your expectations evaporate. Slow down and make sure your first dates feel like second dates and you'll see how much more fun you have with this process.

Now obviously, no screening method is perfect. Every once in awhile someone will sound charming on the phone but be negative in person or will be funny on the phone and awkward in person. But then there are times where you show up and it seems like you already know each other. I once even had a woman pick me up from the airport even though we'd never met before. I'd been talking to her every night while I was in Florida visiting my mom. This new person I had met offered to make the drive – and she quickly became my girlfriend thereafter because I had built the trust in advance.

This is why I'm a believer in the phone. It saves guys the trouble of taking out awful women. It saves women the trouble of meeting terrible guys. And it makes the first meeting – after a call or two – that much more organic, relaxed and fun. A guy who puts in his time beforehand might be able to pick up a woman at her house. A guy who offers his phone number in his first email doesn't stand a chance.

Evan Marc Katz – Finding the One Online - Transcript

Which brings us to this methodology: Guys, don't give your phone number. It's not chivalrous. She doesn't want to make the first move. She doesn't want to be the aggressor. She wants to know how much you value her. So show that you value her by setting a phone date. When I say "setting a phone date", I don't mean it in a formal sense. But instead of exchanging numbers and wondering who's calling whom and getting into a long game of phone tag, why not set up an appointment time for your first phone call?

Once again, this should feel organic. After you've done a few fun, flirty emails, it's wise for the guy to ask for her phone number. If she's paranoid about her safety, she may offer to call you instead, but you should always ask for it first. And, like asking your boss for a raise, ask for her number at a time that it feels appropriate – when the conversation is lively, when you've gained her trust. Then, once you set up a time to call, call her at that time and budget yourself at least an hour.

There are some experts who say to cut off the phone call after fifteen minutes. Always leave 'em wanting more. To me, that's game playing. If you're having a great conversation, I say keep it going. And if you worry that you're going to run out of stuff to talk about, plan your call around your TV schedule. Tell him to call you at 7, but you're going to have to get off when *Desperate Housewives* is on.

Sometimes, there's a dynamic where a guy is not asking for a phone number at all. Now why would he do that? Well, consider the male dating experience. If he's talking to six women right now, he couldn't possibly go out with all of them at once. So while he's pushing some women for first dates, he's slowing down with others just to make sure he doesn't overwhelm himself. **Don't judge him too much for doing this, since you're most likely going to be doing the same thing – giving the most attention to the guys you like the most, and taking things a little slower with the guys who don't exactly light your fire.**

Evan Marc Katz – Finding the One Online - Transcript

But when a guy is really dragging his feet and you're starting to get impatient, what do you do? Well, you certainly don't tell him that you're getting impatient. Men don't respond to rules or ultimatums. We do, however, respond to suggestions – especially if they're coming from a woman who interests us.

So maybe after a whole bunch of emails that don't seem to be moving, you drop him an email that says, "Hey Bob," and again this has to do with the context of your conversation and I'm just making up the conversation, *"Hey Bob, I totally agree with your thoughts on Angelina. She should stick to acting, not the U.N. But if you want to hear my thoughts on the myth of Jennifer, it's gonna run much deeper. I'll be home tonight after 9. Give me a call then and I'll blow your mind with my pop psychology."*

Bob's job at that point, is to either call or to give you a counteroffer - *"Dear Sally, I can't make it at 9 tonight. Already have plans with my brother. But if you're around for a quick call on Friday at noon, I'd love to hear your voice for the first time."* However, if Bob doesn't respond to receiving your witty email and your phone number – and essentially ignores your request, you have your answer. He's indifferent. That doesn't mean you screwed up. After all, you weren't aggressive, you didn't ask him out, you didn't tell him how great he was, all you did was tender an offer that was not reciprocated. And any man who is serious about you can pick up the phone to show it.

Blowing People Off/Being Blown Off

When I explain how online dating works, I'm not endorsing it. I think it's really important to understand that point, especially after this entire CD series. I'm not endorsing things when I explain how they work, which is to say when I point out that people lie, I'm not telling you to lie. If I say that people are flaky, I'm not saying you should be flaky. If I say that people say rude things that they'd never say in real life, I'm not encouraging you to do the same. I just feel it would be irresponsible to talk about online dating without talking about the downside of it.

Evan Marc Katz – Finding the One Online - Transcript

Clearly, there is an upside. That's what you're here for – because every day that you're dating online presents a greater opportunity to Find the One than if you were NOT doing it. Yet there are a million ways that things can go wrong – and it's my job, unfortunately to point out every single one of them.

The hardest thing to take is rejection. Everything feels so personal, and yet it rarely is.

I often tell my clients that people are not real until you're in a committed relationship. That the individuals you meet are a combination of what you see and what you project onto them. The amazing catches online aren't that amazing. The duds aren't always that bad. **We tell ourselves stories about who we want people to be.** Thus, the person who stops emailing you is a jerk, instead of maybe who he actually is: a man who found another woman that he thinks he could fall in love with. The person who refuses a second date with you is a selfish bitch, instead of who she actually is: a polite person who would prefer to smile and have fun on the date than make you feel bad that she wasn't attracted to you.

But generally, as I brought up before, people are passing us up before they really get to know us, which is why the rejection isn't based on anything deep. It's based on uncontrollable things like age, height, weight, distance, income. But the truth is: if someone doesn't want you as you are, they wouldn't be a very good long-term partner for you, would they?

It's essential to your long-term success in online dating to have a very short memory. They talk about athletes having short memories. Shortstop strikes out to end the game and loses the World Series. Quarterback fumbles in overtime, costing his team the Super Bowl. They have to leave those experiences behind the next time they play or they'll continue to be haunted by them. You have to understand the percentages. Baseball, for example, you go up to the plate and the best players get out 7 times out of

Evan Marc Katz – Finding the One Online - Transcript

10. That's what they expect. If he takes a great swing at the plate and hits a long drive to the center fielder who catches it and gets out, he can't get too angry. It was a good swing at the plate.

Online dating is sort of the same thing. Just because you had a person blow you off shouldn't affect your self-esteem at all. In fact, any psychologist would tell you it's extremely dangerous to pin your self-worth on the validation of others. You are a catch, regardless of whether you're getting flooded with attention online. You're not responsible for the behaviors of the opposite sex. All your responsible for is what you're doing here with me— photos, essays, emails, positive attitude. Everything else, you just have to let go.

In case you think I'm being Pollyanna-ish about this whole thing, I'm not. In fact, it's safe to say that, in 10 years of extremely active online dating, I got rejected more than you, or any other single person listening to this. And yet I kept on going, because I believed that this was the most effective way to continue to create my own love life. Yeah, sometimes I had rough days. Sometimes I obsessed about what I did wrong. But, for the most part, I knew that if I did my best and people STILL didn't respond to me, there was nothing to learn and certainly nothing to worry about.

Also, keep in mind that for every person who blows you off, you're probably doing the same thing to someone else, except you don't call it that. You just think you're exercising your preferences. Some people get an email back quickly. Others you wait a few days. Others sit in your inbox without a reply. Others get summarily deleted. It's nothing personal when you're sifting through your mail. It's much more personal when your query is the one that's being ignored.

The moral of this story is generally to treat people as you'd want to be treated, and be forgiving of those who do not do the same. It's easy to say that you SHOULD get a polite rejection letter back for the time you took to write. But if the person you

Evan Marc Katz – Finding the One Online - Transcript

contacted has 300 emails in her inbox, it is not practical to act like a Human Resources department just to make you feel better. People who have relatively empty inboxes are far more likely to write back to everyone than someone who can't keep track of all the suitors. That doesn't mean that the polite people have the moral high ground – it just means they're failing to understand someone else's reality. I'm not saying NOT to write a polite note to every single person you ditch, except I'm pointing out with a certain volume, it can be completely time consuming and unrealistic.

Do you email to all eight people in your in box if you've had a great second date with someone else? Do you email back each wink or flirt to let them know that you're temporarily removing your profile? Do you email the person who wrote the crude one-liner or the massive stalker email, even though you don't want to start a conversation? The rule that works best for me is this: if you receive a first contact email that's really thoughtful or funny or lengthy, it's polite to write a thanks but no thanks email.

“Dear Bill, Thank you so much for the long, heartfelt, note. I'm very flattered, but I'm not up for the long distance thing. I'm sure you'll make some other woman very happy, however. Best of luck in your search.”

For people who wrote generic, cut and paste emails, I don't think they deserve any special attention since they didn't give you any special attention.

The other thing to know about writing polite rejection letters is that you might not always get a polite reaction. I call it the Homeless Man Syndrome. If you live in a big city, this will make a lot more sense to you. But if you see a homeless man on the street and you don't want to be solicited for money, the only thing you can do is avert your eyes and look ahead. The second you make eye contact is the second he springs into action, following you with his cup and his sign. Needy and desperate online daters are like homeless guys. Make eye contact with them at your own risk. Because you might think you're being polite when you say, *“Dear Frank, I really appreciate your kind email to me,*

Evan Marc Katz – Finding the One Online - Transcript

but I don't think we're a really good match. You seem like a great guy though so take care and good luck finding Ms. Right."

And while some guys will write back *"Thank you. You're very classy and I appreciate you acknowledging my note,"* Frank the homeless guy, upon receiving your rejection and realizing that you're the only one out of 50 women to even write back ANYTHING to him, decides to take out his frustrations on you. *"Dear Linda, Who do you think you are, for judging me? You don't know me. You don't know my heart. Have you ever dated a 5'6" Hispanic guy before? Then you don't know what you're missing. No wonder you're still single at 45. You don't give any of the good guys a fair chance. You suck."*

That's what you sometimes get for being polite.

If you've been corresponding for awhile or have gone on a few dates, and you discover that you're starting to get serious with another person, a polite email is an amazing technique to keep the door open for the future. Where most people just drop you like a hot potato, you're treating the people you like the way they deserve to be treated, just not expecting anyone to do this back to you.

So, you might write to someone: *"Dear Margaret, It was great seeing you the other day. Sorry it took me so long to get back to you. I had a lot to think about. As it stands, I was seeing someone else before I met you, and things took a serious turn last night. I think I'm going to pursue that relationship and see where it goes. As you know, things often don't work out on here. I hope that if I come back to Match in the future that I'll be able to say hi. And if you're taken by then – a distinct possibility – it'll definitely be my loss. Thanks so much for understanding. Best of luck in your search."*

Again, this isn't the kind of email you want to write to a lot of people or the kind of email that you want to write often. But when you have something invested in a person,

Evan Marc Katz – Finding the One Online - Transcript

that is the right way to treat them – and it's a way that so few people employ that you will be commended for your class. You can't go wrong by doing the right thing. Just keep in mind that your time is valuable, and it would be impossible to do that for dozens of people a week.

Email to Real-Life Date Review

- 1. Women should write to men if they're not satisfied with the men writing to them.**
- 2. Keep things moving fast, but not too fast, with the 2/2/2 Rule**
- 3. It doesn't matter why someone disappears, as long as you didn't do anything wrong. You'll never know the answer, so why beat yourself up?**
- 4. Set up a phone date as your first date.**
- 5. Nobody's real until you're in a committed relationship. They're just a projection of what you want them to be.**

Evan Marc Katz – Finding the One Online - Transcript

Volume 5 – Successful Dating, Common Questions,

and Wrap-Up

Section I I - Successful Dating

In this section we are going to talk about three main topics that are important that come up once you have succeeded at the online dating portion of things. Now you're moving to the real life date and there is definitely some things you need to know about how it works out there. If you are taking notes. I think you will get something out of this.

The three topics we are going to cover in this section are: first dates, dating multiple people, and taking your profile down.

Where to go on a first date?

First dates should be dictated by what you want out of the first date. What is your ideal outcome in that date? Is it an interview that will allow you to be comfortable on your next date? Is it a fun weekend day that allows you to get to know each other over an activity? Is it a romantic night that ends with physical contact? Whatever you want out of a date, you can have. You just have to put yourself in the position to have it.

And that's where a lot of people mess up their dating lives – they think they have no control over their destiny – that, as a man, you have to please a woman; that, as a woman, you have to consent to a man's wishes. While both, are in some part, true, there is a middle ground that you can toe to optimize your dating experience. So I would ask you to look back and write down where your worst dates ever took place. Then look back and write down where your best dates ever took place.

Evan Marc Katz – Finding the One Online - Transcript

If I were to make this list, my worst dates would have to be 1) daytime coffee dates during the week, 2) concerts and 3) expensive dinners.

If I were to make this list for my best dates, they would be: 1) drinks and appetizers on Friday night, 2) outdoor activities like parks or rollerblading on Sunday, 3) creative events like wine tasting or state fairs or art openings.

Now, what works for me isn't necessarily applicable to you. See, the only goals I ever had on a date was to a) make sure that she had fun, b) make sure I have fun, c) get a kiss at the end of the date. If I accomplished a) and b), c) usually followed.

But the big revelation to me was that for years, I was voluntarily going on the kind of dates I hated: 45 minute meet-and-greet coffee dates where she wants to see what I look like in the daylight to assess whether I'm attractive or a serial killer, or the concert date where I thought I was being all thoughtful and artsy and generous, but we stood listening to vaguely familiar music for two hours straight without being able to talk; or the expensive dinner date designed to impress, but always feeling very forced and static, especially when she would not-so-subtly interrogate me to see if I was relationship-worthy and potentially the father of her children.

I was forced to realize that it wasn't the fault of these women – they were just doing what made sense to them – yet they were killing the fun of the date. It was my job, as a man, to make sure we didn't get into those positions, to get into those heavy discussions – that we had so much fun that she'd naturally want to see me again in a way where we could get to know each other organically, without that rigorous interview process that often results when we want to ensure we're not wasting time.

If you go on a daytime date, it will feel like an interview, especially if you haven't spent any time talking to that person. You do a low investment date, where you're just going to meet for a really short period of time - in a way you're almost assuming that it's going to be a failure; that's why you're not giving it more time. And I don't really believe in

Evan Marc Katz – Finding the One Online - Transcript

assuming that anything is going to be a failure. That's why I don't believe in a 10-minute phone conversation or a 1/2 hour coffee date. I really believe in building the trust so that when you go out with someone, you go out, you get to know them, you have a great time. There's not much of a downside. What is the worst thing that could happen? It's an hour and a half of your life.

Now I've got a lot of theories about how to be a great first date and I'm going to write them all down and put them in another product, specifically a product about dating as opposed to online dating. But **the one thing men should know when planning that first date, it's so important: women want you to have a plan.** Even better if it's a thoughtful plan. Even better if you give her advance notice. Even better if she knows what to wear and exactly when you're picking her up.

The most common complaint I get from women about men is "He always calls – or worse, texts - at the last minute, asking me what I want to do. Why can't he be a man and come up with a plan?" So there you go, fellas. Be the man with the plan. She's dying for you to take control.

But there's the one thing that bears mentioning to women: **if you want a man to be a leader, you have to follow behind. You don't have the right to tell him to come up with an idea, yet maintain veto power over what he decides.** That's exactly why he says, "What do you want to do?" Because if you're going to overrule anything he says, there's no point in him even making a plan.

Understand: we men want to please you. And few of us are confident that we're always going to make the right decisions. So if we seem indecisive, then let us know something you'd like to try and we'll arrange it. And if we have a plan, you better roll with it – otherwise we're right back to asking what YOU want to do.

It's smart to figure out before the evening starts whether you're open to the date ending in physical intimacy or not. If you're not comfortable with it, don't put yourself in the position to have it

Evan Marc Katz – Finding the One Online - Transcript

happen. If you're a woman who invites a man over so you can cook for him, you can't be too surprised when he makes a move after you finish your bottle of wine. If you go out drinking and dancing and he drives you back to your place, don't be shocked if he expects an invitation inside. If he whisks you off to Vegas for an expensive night on the town where you stay in the same hotel room, you're blind if you think he's just doing it just to be your pal. Just because YOU want to go slow doesn't mean HE does and it doesn't mean he's WRONG.

The best bet to minimize the potential for physical contact is to do something during the daytime, do something during the work week, and to stay completely away from either of your homes. Conversely, if you DO want something to happen, it's smart to put yourself in the position to have it happen. I can't tell you how many times I've heard from men and women, both of whom wanted to share a first kiss – but couldn't find a natural time to make it happen. It's certainly not over lattes at Starbucks at 3:30 on a Wednesday.

One of my favorite stories about creating a date based around how you want the date to conclude comes from a client of mine. He was a nice guy – early 30's – who had a decent amount going for him, but no confidence with women. This young man had recently gone on three dates with a woman that he felt was out of his league. She's beautiful, she's smart, she's nice, this is all the stuff that he's telling me. Yet, after their third date after work at the Cheesecake Factory, he was afraid that she was losing interest in him. He wanted to know what to do and hired me for eight weeks to learn the answer.

He got his answer in 50 minutes. I let him know that an extraordinary woman won't go out with him three times unless she was interested in him; I let him know that he was worthy of her and had nothing to be afraid of. And I let him know that the reason that she's still hanging around and you're confused is precisely BECAUSE he hasn't made a move.

Evan Marc Katz – Finding the One Online - Transcript

He protested slightly, saying that there was never a clear opening to make his move. What if he got rejected? I made it clear that even if he DID get rejected, it was no big deal. The big problem here wasn't that he was at risk of being rejected – it was that he was at risk of blowing the whole thing because of his fear of rejection. “She wants you to take control”, I reminded him and gave him a very brief outline of how he could do it.

Once you get off the phone with me, send her an email, something like, *“I had a great time on Tuesday night the Cheesecake Factory, can't wait to see you again. I know of this really cool place I want to try with you on Saturday night. Pick you up at 9. Dress sexy. 😊”*

“But I don't have a really cool place to take her!” he retorted. “You'll find one,” I replied.

What you've now said in three lines is that you want to see her again, you have a plan, and all she has to do is show up and be ready. You've established that you're taking the same transportation, so that you can pick her up, drive her home, and she can drink. You've also established a late start time on a weekend night, so she will not be checking her watch to see what time she has to leave to be at work the next day.

Now, all you have to do is come up with a cool place to take her – preferably near her place so you don't have to drive too far – a place that's dark and atmospheric – maybe with leather booths and votive candles – maybe with loud music that forces you to huddle close together to hear each other speak. Have a few appetizers, a few drinks, come up with a backup bar nearby in case this place gets stale. Then, at the end of the night, when you drive her home and she feels that she had an amazing time, where you took care of all of the plans with confidence, she was able to loosen up around you, she'll say to you when you drop her off: “Would you like to come inside?” And then you'll go inside and everything will be fine.

The next week, he calls for his second session. He tells me, “It worked. Everything you said – it worked. I think she's my girlfriend now, so thanks for your time.”

Evan Marc Katz – Finding the One Online - Transcript

Problem solved: all he needed was permission to put himself in the position to get a kiss. Before, he was just playing it safe. Hard to get the kiss when you're meeting after work at Cheesecake Factory and you're home by 7:00.

I like telling stories like this because it shows how simple it can be to turn your own love life around. Sometimes the answer is right under your nose and merely has to be pointed out. This guy already had the girl – he just didn't have the confidence to know it. I'm not going to spend much more time describing the mechanics of a first date, except to lay out these largely socially accepted rules regarding PAYING.

- 1) **The man pays.** It doesn't matter if she wrote to you first. It doesn't matter if she has more money. Whatever excuse you want to tender about fairness, keep it to yourself. If you're a man and you want to get a second date, you pick up the check swiftly and without question. There's no such thing as being too generous. How long should you continue to pay for dates? As long as you're courting her, as long as you haven't made a commitment. This is what shows her you're serious.
- 2) **Women should not take rule number 1 for granted.** Millions of men haven't listened to this CD series and haven't been taught what's appropriate. Forgive them for it. When you're the recipient of male generosity, you should be genuinely thankful, regardless of whether you like him or not. It's easy to take for granted that the man pays, until you put yourself in his shoes – taking out two women a week for \$75 dates, both of whom may never call him back again. Do that enough and you start to feel like a sucker. Your gratitude, as a woman, is one of the nicest and easiest things you can do for a man on the date.
- 3) **Yes, women, you should do the reach.** If you really, really don't want to see him again, insist on splitting the first check. That way, he can't feel that you owe him anything. But if you do like him, do the reach, reach for the check and hope that he insists on picking it up himself. If he doesn't, don't hold it against him. He's not necessarily a bad guy.

Evan Marc Katz – Finding the One Online - Transcript

As Jillian Straus said on her blog, “A man’s ability to court says nothing about his ability to be a good husband.” He may be clueless, he may be inexperienced; he might not necessarily be cheap.

- 4) Despite my pleas with men to pay for everything until you’re a couple – it’s thoughtful, and quite appropriate for **women to insist on paying for something entirely themselves**. Maybe it’s the third or fourth date. Maybe it’s the drinks after dinner. But no man likes a woman who takes for granted that he’s a walking wallet. If he refuses to accept your money as a woman, that’s his call, but you can’t go wrong by showing a speck of generosity to a guy who has already blown over \$100 on you.

How to date multiple people simultaneously

The next section is about how to date multiple people simultaneously. So if you’re Finding the One Online and you’re doing all this stuff, logging in regularly, writing to people, your inbox is filling up. You’ve got all this attention. People are astounded by your photos, they’re writing specific emails to the specific stories in your amazing profile, you’re writing your own witty, confident first emails and moving the conversation along effortlessly. You’ve managed to differentiate yourself at every step of the way – from your unique username to your lively email banter. In short, if you’re doing all this, you should be having some fun right now.

But it sure can get overwhelming. I remember one time, back in the early part of the century, when I literally had three 36-year-old women named Stacy in my inbox. Phone messages were a joke. “Hey, it’s Stacy, call me back.” Not good. So do as I say, not as I did. Pace yourself. Otherwise it’s like attempting to juggle. You might be able to juggle 2 or 3 bean bags at once, but if you try 5 or 6, they’re all going to drop.

So to reference another section, you want to work in reverse and **ask yourself: what kind of love life do I want? How many people do I have room in my**

Evan Marc Katz – Finding the One Online - Transcript

life to talk to, much less date? What happens if I have three people going at once and all of them move at the same pace? Does that mean I should be having sex with all three? None of them? Commit to them? Yeah, this can be confusing.

Let's reestablish our numbers. In order to go on 2 dates a week, you probably need to have 3 phone numbers, and have 5 or 6 potentials in your inbox. To have 5 or 6 potentials in your inbox, you might have to write to 20 to 30 people, certainly as a man - presuming that nobody has written to you, which may or may not be the case. This whole thing can take a lot of time, but remember you could always do this if you give online dating _ hour a day, plus however long it takes for your phone calls and dates.

Remember, **you don't want to be put in the position where you're seeing 5 people in a week. That can be really overwhelming for you, but it's unfair to the person who is expecting to get your full attention on a date.** If you don't know who you're going out with, you're moving too fast. If you're not a little excited about meeting the person you're going too fast. If you have a bad feeling about meeting the person, you probably shouldn't go at all. I don't think I've ever heard of a single woman tell me – “Yeah, he sounded creepy and negative on the phone – but in real life, he was like sunshine!” That's exactly why you should set your first date for the phone and your next date for real life.

If you're a man, you're in the position to pace yourself since you're setting your own dates. There shouldn't be any reason that you've booked yourself solid for four straight coffee dates or for lunch and dinner on both Saturday and Sunday. And as much as men do the asking, women still control the date, which is why you never have to accept a date that doesn't make sense for your life as a woman. By the same token, recognize that if you've emailed and talked on the phone, and you tell him that you can't see him for two weeks, you may lose him, due to a lack of momentum. This is why pacing is so important.

Don't put yourself in the position to go out on more than two dates a week. If that

Evan Marc Katz – Finding the One Online - Transcript

means taking an extra day or two to respond to an email, so be it. If it means letting someone know you're booked all week, that's okay, too. I'm even fine with a little white lie that buys you some extra time to figure out what's going on in your love life ("I'm going out of town on business," is a perfect one).

But the point is if you have too many dates and can't keep track of who said what to whom, you're not being fully present, and you're not being your best self you can be on the date. When I talk about dating being a process, about going on a number of dates to create opportunity, I don't mean you should cycle thru people like disposable paper towels. Each individual deserves to be treated with respect for the duration of your relationship, from email to the phone to whatever time you spend together in person.

Here are five rules to dating multiple people simultaneously.

1) **Don't ask, don't tell**

The first rule of dating multiple people is that you don't talk about dating multiple people. It's that simple. By the very nature of online dating, it's understood that you're corresponding with and/or seeing other people. That's OK. We're all adults here. While we embrace the concept of honesty, sometimes speaking your mind is actually detrimental. This is one of those times. It doesn't matter if things are casual, if your date seems cool, or even if he or she has made it clear that you're not the only one. Rise above the temptation, and keep your lip zipped. Nothing makes a date go downhill faster than the person who is sitting across from you talking about the date they had last night, or the date they have tomorrow night. If you're really tempted to talk about what else is going on in your love life right now, talk about it as if it's a thing of the past - even if you went out with that person last night, "Yeah, I once when on a date where..." You're allowed to tell you funny dating stories on dates, believe me. You just don't want to make it feel like it's in the present. In the moment, you're just with the person across from you.

Evan Marc Katz – Finding the One Online - Transcript

2) Make each date feel special

Your primary job on a date — if you want to ensure a second date — is to make the person feel comfortable. People feel comfortable when you are “present”—smiling, asking questions, making eye contact. Problem is, it’s easy, when dating prolifically, to be less than fully engaged in each individual meeting. That’s no excuse. Just because you lined up a date for every night this week doesn’t mean that your date should pay the price. If you find that your attention’s drifting after your third chai latte coffee date of the day, you’re better off canceling and rescheduling than sitting across from a person who can detect your lack of interest.

3) Know that the rules change once you get physical

A date is only different than a friend at the end of the evening. And while a kiss is just a kiss, it does send the unmistakable message that more physical action may be in store. This is a good thing — a very good thing — but when you factor in multiple people, the situation gets kind of confusing. Suddenly, you’re seeing three great people at once, all of them are at the “Are we going to sleep together or what?” phase, and you can already see how that’s going to end badly. **It may not always be realistic to date only one person at a time online, but it’s certainly reasonable to winnow things down to one person if sex is on the horizon.** You have to be respectful of the fact that most people don’t want to be with someone who is sleeping with multiple partners.

4) Take your date’s relationship goals into account

Casual dating is fun, and sometimes that’s just what you need. But when feelings develop and you and your date aren’t on the same page, look out. You may be just trying to get out there and shake off your previous long-term relationship and have some fun, but the people you’re dating might be investing in you

Evan Marc Katz – Finding the One Online - Transcript

emotionally - especially if you've gone out more than three times or slept together. **Be attuned to the needs and long-term goals of your dates because, whether you want to or not, you have their hearts in your hands.**

5) If your date asks, tell the truth

If the person you're dating asks you if you're seeing someone else, you have two choices: Be honest, or lie through your teeth.

Stick with the former. It may be ideal for everyone to live by "Don't ask, don't tell," but that's not the way it works when you get in deeper. Tell the truth, and give your date the option of acting according to accurate information, not the useful and charming illusion that you intentionally created. By living by the Golden Rule, you set a positive example and create a trust that strengthens your relationship if your partner decides to stick around.

I've done this before and your answers get revealed to you really, really quickly. If you've gone out with someone three times and you've gone out with someone else three times and the person who is getting invested in you says, "Okay I need to know before we go any further: are you seeing anybody else?" Your responsibility is to say "yes". That person then has to decide, "Is it worth it to stick around and hope that you choose them, knowing full well that you might bail?" Is it worth it to stick around or does that person get out? And say, "You know, I don't want to share you with anybody else, especially if you're sexually active." That person deserves to have all that information.

However on a first date, there is no reason to talk about who else you're seeing. Don't forget that.

When do you take your profile down?

Now, because we're dating online there's a whole set of rules. Because now it's

Evan Marc Katz – Finding the One Online - Transcript

assumed that everybody is seeing multiple people. You can go online and see whether the person you're dating is logged in. So let's understand this: **when do you take your profile down? The answer for both men and women is when you feel confident that doing so will be well-received by the other party.** If you take your profile down prematurely, you could scare someone who thinks you're needy or desperate.

The problem is that we're all a little insecure, and we're all a little hypocritical. We'll go on a great date and go home to check our email, and then get angry that our date did the same exact thing. "How dare he? We were just kissing 20 minutes ago!" You can't go through this online dating experience with a thin skin, and you certainly aren't doing yourself any favors if you get judgey when people do the exact same things to you that you do to them – whether it's lying about your age, ignoring peoples' emails, and, of course, dating multiple people at the same time.

This is the nature of the beast. The reason we've gone through so much over the past few hours is not to change the nature of online dating, but to understand it and work around it. You go onto a dating website, you can see what other people are doing, you can see if the person has logged in recently. **If you're logging in, you can't get upset that someone else that you're going out with is logging in. It's pure hypocrisy because that person could sit on the other end do the same thing.** Maybe both of you are just spying on the other person, who knows? Maybe both of you are excited about each other. But if you both end up getting hurt that the other person is logging on or checking their email or writing to other people, you're going to create yourself a world of hurt that really isn't necessary. It's just that the old school world - where you can't see what someone is doing and if they're dating - has now been revealed to you. Now everything is transparent.

If someone gets prematurely excited about you – buys you a big gift after the first date, talks about love and marriage after date two – you know how awkward it can feel, even if you like the person. Especially if you like the person! Your feelings and attraction

Evan Marc Katz – Finding the One Online - Transcript

actually slide backwards when someone is too into you before they really know you.

Well, that feeling works both ways. And **while there's nothing wrong with getting excited about someone, the best thing you can do is to play things cool and confident until you know where you stand.**

I remember one woman I was dating who sent me an instant message, chastising me for being online, presumably talking to other women. But her threats were no way to make anyone feel loyalty. They'll only feel that way - I'll only feel that way certainly - if I choose to feel that way. I'm more likely to choose to be exclusive with you if you have the confidence to let me make the choice myself.

The best story I'd use to illustrate this principle was one I told in my second book, "Why You're Still Single." In it, I had taken a week to get to know a woman on the phone before we met. The first date was electric, dinner, dancing, drinking – until she came over and spent the night with me. I'm not going to say what happened, but suffice it to say, I had reason to think this woman was really into me. Except when she woke up, she told me that while she had a blast, she didn't want to have a boyfriend now.

She'd always had long relationships and now she just wanted to play. She told me candidly that she was seeing five other guys along with me. I told her - I took a deep breath - I told her that I had no problem with that, but that I genuinely liked her and hoped that she'd reconsider her no-boyfriend stance after what we experienced the night before. I told her she should keep on dating all of her guys, with one caveat – if she were out with another guy, and she found herself thinking that she has more fun with me, that should be the last time she sees the other guy.

I know it sounds a little cocky, but I wasn't twisting her arm to do what I told her; I showed her that I had the confidence that when she compared me side by side, I would be the one left standing. And if I was wrong? So what? That just meant she found some other guy she liked more. Two weeks after that first date, she told me that she wanted to be my girlfriend. We dated for the next four months after that.

Evan Marc Katz – Finding the One Online - Transcript

There's no magic formula to when you take your profile down, no more than that magic formula that says when you're supposed to have sex. **When the feeling's right and mutual, you can do it right away. When you don't know where you stand, you have to take the temperature of the relationship. And the best way to do this is by paying attention to the EFFORT that your date makes to see you.** See, it doesn't matter that she made out with you in the parking lot, or that he told you he's looking for a serious relationship. All that matters is how quickly did your date follow up to make sure that you're going to get together again. Everything else is just words.

Particularly for men; we reveal ourselves in our efforts. If we want to see you, we'll see you. If we want to be exclusive with you, we'll let you know. Anything short of that is an excuse – a valid, believable excuse that could have been ripped out of the pages of “He's Just Not That Into You”. **As a woman, you don't have to do anything when trying to figure him out. Just let him make an effort. That's all. If he doesn't want to make an effort it speaks for itself.**

You want to take down your profile? Whether you're a man or a woman, don't make a big production about it. Don't tell your date that they're supposed to do the same thing. Just do what's right for you. If your date asks why you're no longer up, tell the truth: “I could write to more people but the truth is, I like you. Why would I keep on courting people I'll probably like less? You don't have to do anything; you don't have to take your profile down. This is my choice. If you decide you want to as well, that'd be great.”

This takes confidence – the confidence that you won't have to do any manipulation - that you will be chosen just for being you.

Now, confidence is something that's in short supply for many of us. You know that you're smart and kind and hard-working and have a big heart, yet it's sometimes hard to convey that to a stranger. It's doubly difficult to be the best version of you all the time.

Evan Marc Katz – Finding the One Online - Transcript

Which is why, **sometimes, all you can do is fake it. Fake confidence doesn't mean bragging. It just means not letting your insecurities and fears make your decisions.** A woman only checks up on a guy's email activities because she's concerned that he's seeing other woman. A man only talks about how much money or power he has because he's concerned that who he is on the inside isn't enough. Insecurity is normal, and you're never going to eradicate it. That's why you have to trust that, no matter what, if you do your best, it's always going to be good enough. The right person will appreciate you.

The question is whether you're giving yourself the greatest opportunity to have that happen. It's not always easy to tell where fault lies when things go wrong – and it's super easy to fall back on the idea that everyone else in the world is wronging you.

It's not that you were too high maintenance; it was that he's a player. It's not that you were too awkward; it's that she never made you feel comfortable. It's not that you were too needy; it's that he's insensitive to your emotions. **Knowing when to take responsibility for your issues and let go when you've done nothing wrong is the hallmark of successful dating. After all, you can't change what anyone else does – only how you act and react. And if what you're doing isn't yielding the results you want, something has got to change.**

Evan Marc Katz – Finding the One Online - Transcript

Successful Dating Review

- 1) You want to go on an amazing and memorable date? Stop going for coffee.**
- 2) Men – have a plan. Women – follow his plan and forgive him if he’s trying to please you by asking what you want to do.**
- 3) If you want to kiss, put yourself in the position to make it happen.**
- 4) The man pays, the woman reaches and shows appreciation.**
- 5) Don’t ask, don’t tell when it comes to seeing other people. Keep the illusion that it’s just the two of you.**

Evan Marc Katz – Finding the One Online - Transcript

Section 12 - Common Questions

This section is about taking some of the more prominent questions that people have about the online dating process, things that come up routinely that don't fit neatly into any of the other sections. So I'm going to ask the question, I'm going to give the answer, and hopefully you'll take some notes and get some insights that will be valuable to you in getting some perspective on this online dating thing as we wrap up Finding The One Online.

Why should I do this if I face this kind of rejection? Wouldn't real life be better?

The good things about singles events: alcohol, hanging out with friends, dressing up, excitement, music, live conversation, the possibility of “chemistry”.

The good things about online dating: inexpensive, any time of day, no need to go out, ability to market yourself and screen anonymously, the ability to search, filter, and get to know people before the date, unprecedented access to members of the opposite sex all over the world.

Therefore: Online dating creates far more access to singles with far more competition for those people. Real life provides far less access to singles with far less competition.

Go to a bar and there may be three cute women in the entire place. Go online and you'll probably find dozens within 20 miles of your home. And for the same cost as a night out on the town, dating online gives you the chance to talk to ALL of them to see who is the right fit. Yes, in real life, you'll be given a chance based on your own merits – but the opportunities are far scarcer.

This phenomenon is even MORE pronounced with women. Think about it this way,

Evan Marc Katz – Finding the One Online - Transcript

guys. At a bar, when you have a great conversation with a woman once or twice in a night, you can probably get a phone number. She may get hit on a few more times that night, but you just have to be the top candidate among four or five guys. That same woman online may have HUNDREDS of suitors approaching her each day. You haven't seen a competition until you've peeked into the online account of an attractive 30-year-old woman.

Therefore, certain people will acquit themselves better in person, because they get marginalized by the very nature of online dating. It's important to acknowledge this. Overweight women, short men, older people, and certain ethnicities are among the people who have it the roughest. **You have to look at society and ask yourself, what percentage of people are looking for you? What percentage of women go for men under 5'6"? What percentage of men go for women who are 40 pounds overweight? What percentage of people are willing to date someone 15 years older?** In real life, your charms might outweigh everything. Yet online, you might be easily overlooked because everybody has the PERCEPTION of choice, and damn it, they're going to exercise it.

This doesn't mean that if you're shorter, older or heavier that you have to give up. If real life was so great, it would have yielded better results for you already. No, this just means you have to work a little bit harder and be a little bit more creative, a little bit more patient. There IS someone for you out there and you're more likely to find that person online than in your house, your car or your office.

I have a client who is 80 pounds overweight who is now in a happy relationship after 8 weeks of working with me. I have a 61 year old client who is in love after 4 weeks working together. I have an Asian client who got an attractive Caucasian girlfriend, another woman client who is handicapped and found love for the first time in 20 years. I've got a guy who is 5' 3" who just got into a relationship with someone he met online.

So as much as you might think I'm the voice of doom – I'm really just trying to be the

Evan Marc Katz – Finding the One Online - Transcript

voice of reality. Yes, it's tough out there, but for the people who heed this advice, there is a tremendous amount of hope and possibility.

I get annoyed when I see the same guys up on the same sites for years and years and years. What's wrong with these people? Can't they find anyone? Are they addicted to online dating?

First of all, let's dispel the notion that there's something wrong with someone who's a) online two years after he signed up, and b) signed up for multiple dating sites.

It's pure hypocrisy. **The only way you'd know if the same guy was on [Match.com](#) two years later is if YOU were on the site two years later. The only way you'd know that he's also on [eHarmony](#) is if you're ALSO on [eHarmony](#).** Essentially, you're saying, "I'm not a loser, player, commitment phobe or dating addict, but any man who does the same thing that I'm doing must be."

So to set the record straight: going on multiple dating sites means that you're looking to expand your options. Maybe your month ran out on [JDate](#) and you want to try [SawYouAtSinai](#). Maybe the pickings were slim on [Chemistry](#), so you branched out to [PerfectMatch](#). Maybe you've been rejected by everyone on [DateMyPet](#), so you decide to bark up a different tree like [AnimalAttraction](#).

There is another myth in that question—the idea that someone who signed up in January '06 and is still on in January '09 has been on for three consecutive years. Let's say he dated for two months and then found a happy relationship that lasted for a year and a half. After a month of mourning and attempted make-up sex, he reposts his profile once again. All YOU can see is that the same face is still on there, three years later, when, in fact, this guy is the perfect example of an online dating success. He loved, he lost, and he came back for more.

Evan Marc Katz – Finding the One Online - Transcript

Why don't men go out with “curvy” women?

A client was just telling me about this the other day. She listed herself as “a few extra pounds”, when she was, in fact, at least 30 extra pounds. Now I'm not the judge and jury about what is appropriate and healthy for women. But I can say as a man, who like you, has been inundated by images of thin women in the media, our societal standards have changed considerably. It's not fair, it's not right. It just is. So if you're 5'5, 150 pounds, you might consider yourself a few pounds overweight. Most men would disagree. Again, we're not talking about right or wrong, we're talking about expectations. If HIS definition of curvy is Salma Hayek and YOUR definition of curvy is Kirstie Alley, then he's going to be plenty surprised, and, probably, disappointed when you meet in person.

This creates a conundrum for women. In their attempts to be honest (but not scare off men), women will click on descriptors like “a few extra pounds”, “curvy”, or “voluptuous”. Unfortunately, all are considered euphemisms for “fat” by men. This creates a vicious circle. **Women know that men prefer thin, so they adjust their descriptions accordingly. Men have learned to mistrust these body types, and therefore only look at women who are “firm and toned”, “slim/slender”, or “athletic”.** And when the slightly overweight woman shows up on a date with a man who was expecting “athletic”, both parties are in for a night of disappointment. Feel free to put any descriptor you want if you think it'll get you more attention and be seen by more people, but an honest, recent, full-body shot will say far more than any canned euphemism that the online dating site provides for you.

So really, should I lie in my profile?

Let's remind ourselves why people lie on their profiles: because they're insecure that telling the truth won't get them in the door for a date. Insecurity isn't a crime, but when you deceive others to achieve your goals, you're

Evan Marc Katz – Finding the One Online - Transcript

acting selfishly – and it will come back to haunt you.

The only lie – and I've stated it before - I can get behind is the one where you fib about your birth date so people can find you in their searches, and then you tell the truth in your written profile. Everything else, well, you're actually lying. A photo from 5 years ago misrepresents how grey you've become. The shot of you from your neck up hides your body. Saying you're 5'9" when you're really 5'7" will be apparent the second you're face to face. All of these lies are just setting you up for colossal, in-person rejection – showing up on a date and disappointing someone. That's not a good feeling for either of you. **Ask yourself if someone misrepresented themselves the way you're considering misrepresenting yourself, how would you feel about them?**

I don't judge people who lie online, any more than I judge people who cheat on their taxes. People act out of their own self-interests – especially if they're not going to be caught. The problem is that, when you meet on a date, you're ALWAYS going to be caught. If you're tempted to lie about height, weight, or income, you have my sympathy, but I can't say you have my blessing.

I'm uncomfortable with the whole online dating process and don't want to post a photo. What do you recommend?

Forgive me if I use my metaphors over and over again, but **trying to date online without posting a photo is like trying to become an Olympic swimmer without getting wet.** If you're going to Find the One Online, you're going to have to dive into the pool and immerse yourself. Following all of my rules without a photo just means you're a great online dater, but you're invisible.

Once again, there are exceptions to every rule. If you're a celebrity, a politician or a preacher, photos might be a problem. If you're a psychologist, you may not want to reveal yourself to the handful of clients who may be scouring the internet. And if

Evan Marc Katz – Finding the One Online - Transcript

you're a smokin' hot woman who doesn't need thousands of men flooding your inbox, you might want to go anonymous. But if you're not one of these people, it's time to get over it. Anyone who sees you online is **ALSO** single and looking, and therefore, in no position to judge you.

There is absolutely no shame in falling in love via the internet. In fact, the publishers of my first book, "I Can't Believe I'm Buying This Book: A Commonsense Guide to Successful Internet Dating", called me last year to change the title since it's kind of silly to still be saying "I can't believe I'm doing this." Everybody else has gotten over it.

Honestly, the primary people who date online without a photo - are the married ones. Everyone else who refuses to post photos is the wanna-be swimmer who does nothing more than dip her toes in the pool. It's time to dive in; the water is warm.

How long should I make my subscription?

The question I would pose to you is, **how often do you meet someone who sparks your interest?** Back when I was single, I would probably say "once or twice a year".

The next question would be, **how often have you been in love?** Looking back over 40 years, I think most people would say anywhere from 2 to 5 times.

What's your goal in online dating? Presumably to fall in love.

How long will it take you to do so? Well, if all our numbers hold true to the past, then it would stand to reason that you'll meet 2 people a year you click with, and have even a chance of having that turn into a relationship.

So if you're worried about getting it all done within 30 days so you won't have to pay

Evan Marc Katz – Finding the One Online - Transcript

another \$39.99? Come on. You can't tackle a long-term problem with a short-term solution. Ask anyone in Congress. **If you're going to date online, think of this like a gym membership. How long are you going to have to go to lose weight? "As long as it takes" is your answer.**

The only reason to sign up for less than three months is simply because a site doesn't have many members in your demographic or in your area. In that case, and in only that case, a one-month subscription is appropriate. But online dating, as a whole, is something to integrate into your life, just like the gym, just like brushing your teeth. And no, I'm not kidding. You can take a month to detox from some bad dating experience, but online dating is the single easiest way to create your own powerful love life – rather than complaining that you never meet anyone good. Plus, online dating doesn't mean that you CAN'T still go out and have fun – it just means when you go home after a Saturday night without getting a phone number, you can still manage to salvage a date.

But does it have to be so much work? I'm a busy person, I don't have time for this.

If the work is too much for you, hire a matchmaker for \$5000+ and have them hand you people that you might not be inclined to choose yourself.

But don't complain that it's too much work to find love.

The fact is: Anything worth having takes work. If love was easy to find, you'd be able to purchase it at the grocery store. Since you can't, you have to make allowances. You put 40 hours a week into something to pay your bills. You put probably two hours into finding love, which many people would tell you in a survey is the MOST important thing in the world.

Evan Marc Katz – Finding the One Online - Transcript

Is all the work worth it? It's not my place to say. A lot of people think it is. The problem is that you may just want to achieve the goal without going thru the process. "I want to be in LOVE" you say. "I don't want to have to go out with a bunch of losers, If I have to keep on doing this, I'll just slit my throat". This sounds like a kid who says he wants to be a rock star without going through the tedious guitar lessons that it will take to get there. Or the person who wants to be a doctor, but doesn't want to be bothered with the all the annoying med school training.

You want to fall in love without dating? Sorry. Dating is the process by which you fall in love. You can either get good at it and enjoy it, or you can hate it and avoid it. Which do you think is more likely to lead yourself to your goal?

What happens when someone decides to get sexual by email?

This is the unfortunate nature of online communications. Millions of people hiding behind their computers to connect, except some of them are dorks parading as big shots. And some are men acting like little girls. And some are women being brazen when they're super-shy in real life. But the one thing we know about online communications is that people can be whoever they want to be. With one amazing caveat – they're never held accountable for their actions.

The quickest way to teach them a lesson about dirty talk is to block their profiles instantly. Maybe then they'll get the idea that it may be fun, but it's not going to get them a date with a quality relationship-minded woman.

To be clear, I'm not judgmental if you decide to flirt, and conversations lead to sex talk. I'd be a hypocrite to suggest that I'm above it. And if you want it, it's not very hard to find. All you have to do is put it out there and see if the other party is on board. If not, move along. A love-oriented person isn't uptight for refusing to talk dirty with you. So

Evan Marc Katz – Finding the One Online - Transcript

understand, you can get whatever you want out of this process but you don't have to accept anything that really doesn't make you feel good.

What should I do about long distance relationships?

Remember, a few chapters back, when we talked about being as Valuable as Your Options? If you're a wealthy man in Portland and you want a hot younger woman from Beverly Hills, you have to recognize that she's got a number of suitors within five miles of her home. She has no incentive to go out with someone who has to fly to meet her. In fact, most people that you'll want to contact out of state won't give you the time of day – simply for the fact that you are inconvenient.

Then again, my sister left New York to move in with her boyfriend in San Francisco that she met on Nerve.com.

My best girl friend from high school left New York to marry a man in Baltimore that she met on e-Harmony.com.

A woman I briefly dated cross-country who told me she'd never leave New York is now living in Santa Monica with her husband and baby.

These are real stories of real people who are real close to me. And yet, I still wouldn't recommend a long-distance relationship....

When you let anticipation build up for a month or three prior to meeting, you set yourself up for three scenarios:

You see him, the chemistry is not there. You're very disappointed. Crushed, even.

You see him, the chemistry is there. It's on. You live happily ever after.

You see him, the chemistry is there. You throw yourself into it headlong. But due to the distance, all you ever have are week-long trips that seem like vacations. You never know

Evan Marc Katz – Finding the One Online - Transcript

what it's like to just be normal together. So if either of you are to turn this into a regular relationship, someone's going to have to uproot his/her life and take a big leap of faith that chemistry is a good precursor of compatibility.

Do you want to determine if this is worth pursuing, these long distance relationships?

Here's how:

How often - and again, because men and women are listening to this, I sort of flip back and forth between men and women so forgive me - **how often does he email you?**

How often does he call you?

How quickly after meeting does she talk about meeting again?

Is she willing to make big sacrifices to make the relationship work?

Is he actively dating online even when you are “committed” to each other?

Can you be authentic with her without scaring her off?

Do you trust him enough to be secure when you haven't heard from him in a bit?

All of these questions can reveal someone's emotional investment in you. But beware of someone who passes all of these tests as well. Sometimes a person's willingness to throw himself into a long distance relationship means that he doesn't have much of a life worth preserving at home. Many people who you might want to be with are firmly entrenched in their lives because of their businesses, families, friends, and homes. Be somewhat wary of someone who's willing to instantly throw it away for a stranger that they met on the internet.

The fact is: dating is tough. Online dating is tougher. Long-distance online dating is the

Evan Marc Katz – Finding the One Online - Transcript

toughest. Throw them all together and, well, the odds are always going to be very slim. But the couples who make it despite those slim odds are bound to be the strongest.

Is there another website that would be more effective for my goals?”

Online dating is a process to be monitored and tweaked. Do you need to try a different website? A site for big, beautiful women? A site for Asians? A site for seniors?

Quite possibly. I tried every major website during my single years. Some yielded better results than others, some had more people, some had higher quality people, some I'd renew on for months at a time, some I'd try once. **The thing to keep in mind is that this is kind of a science experiment. The odds that you're going to nail it in the first 30 days of trying? It's like trying to cure cancer in 30 days; it's astronomical.**

So when you're looking for a website, remember: You're a bigger fish in a smaller pond. You go on a small site, there will be fewer people to choose from, but you have a better chance of getting a response from any individual. You go on a big site, you're going to sometimes get lost in the shuffle because the competition is fierce.

Doing active search of members before you pay. See if people are getting on the website, logging in regularly. If they're not, if the people you're looking at that you find attractive are not using the site, there is no incentive for you to pay a dollar.

And remember, in general, you get what you pay for. The more expensive sites are often offering a better product with people who are more serious about relationships, by nature of the fact that they're asking you to spend money. It's not “if it's free, it's bad”, just keep in mind that you might have a different experience at the nicer hotel than the cheaper hotel.

Evan Marc Katz – Finding the One Online - Transcript

Common Questions Review

- 1) **Online dating creates more opportunities than real life, but it doesn't mean you have to cut off real life. It's just another, more consistent way of meeting people.**
- 2) **If you see someone else on multiple sites for many years, that means that YOU'RE on multiple sites for many years.**
- 3) **People lie because they're insecure that telling the truth won't get them a date.**
- 4) **Long distance relationships are possible, but even harder to pull off than regular online dating relationships.**
- 5) **Anything worth having – including love – takes work.**

Wrap Up

I hope you've heard dozens of tiny ways that you can change for the better, without fundamentally changing who you are inside. Just taking the time to think things through – to differentiate yourself in your profile, to write witty emails, to understand what the opposite sex is going through and what THEY want, not just what YOU want. All of this can open up miraculous possibilities for your love life.

It won't be easy. As we've discussed, nothing worth having ever is. But the answer is not to give up. The answer is to get back on the horse once you've fallen off.

One client of mine is part of a group coaching program that I run, called the Inner Circle. When she started, she was recovering from a breakup of an intense 3 month relationship. But she felt so toxic that she couldn't put her heart back into dating. Her solution? To quit. To quit dating, to quit dating coaching, to just go back to focusing on work and travel.

Evan Marc Katz – Finding the One Online - Transcript

Does that simplify her life? Sure. Does it, in any way, help her to achieve her goal of finding a life partner at age 54? Absolutely not. By giving up on dating and online dating, she's signaling that she's not willing to work hard to make love a real possibility. She's assuming that the next guy is going to hurt her like the last guy. She's protecting herself with self-imposed walls and resigning herself to a life of passive solitude. After ten minutes on the phone with me, she changed her mind about her stance. She knew she had no choice but to keep going.

No matter what happens when you start implementing my suggestions from Finding the One Online, you're going to face a lot of rejection. Believe me, I understand. I've gone out with hundreds of people, many of whom did not care for me. Often, they were right – I wasn't as great a guy as I thought I was. But I've tried very hard to learn where I was responsible for my own results, and when I should stop beating myself up when I did everything right.

In November 2006, I went on three dates in three weeks. One I met at a club, one was a set-up, one I met online. They were all disastrous dates and I never felt so low in my entire love life. Here I was, this guy who's supposed to know what he's doing, and I can't even go on a decent first date? What a hypocrite I was. What a fool!

Two months later, I met the woman who would become my wife. And I realized that while I had made many mistakes in dating - I had made all of the mistakes in dating, in fact – I had finally found someone who accepted me for me.

That's no small feat.

And if we are going to have people accept us as us, we have to extend the same courtesy. By dissecting our dates like lab rats, by comparing them side by side with each other, you will always be able to find fault. Imagine that your dates did the same to you.

Evan Marc Katz – Finding the One Online - Transcript

There's always going to be someone younger, cuter, thinner, taller, richer, smarter. Just be thankful that someone out there looks past your flaws, and they'll be thankful that you look past theirs.

Before I go, I just want to make you a promise.

I promise you will make mistakes.

I promise you will get frustrated.

I promise you will want to give up at some point.

I also promise you that you'll have a better profile, better photo, and better email technique.

I promise you'll have a greater understanding of the opposite sex.

And I promise that if you keep applying the ideas, concepts and techniques that I've offered you today, you WILL be able to find the one online.

There's someone out there, just like you, who has no idea how to meet you.

Now go online and make it happen.

My name is Evan Marc Katz. Thank you so much for your time and attention.

Please make sure you're signed up for my FREE newsletter on www.evanmarckatz.com.

Stay in touch and let me know when it happens for you.