

Scot McKay (00:10.144)

Alright gentlemen, welcome to yet another episode of the world famous Mountain Top Podcast. My name is Scot McKay and I'm your host. And today we're going to talk about something that, you know, it's never been talked about in the many years of us doing this show because it's really a relatively new development. So it's kind of exciting stuff. We're going to talk about whether Generation Z, the younger generation is actually going to embrace kind of old school stuff like marriage, relationships...

They're already having less casual sex than the generations that came before, you know, like Generations X, Y, you know, millennials. What's going on with that? Are we seeing things or is there clear evidence that there is a change afoot? And what does that say about us as men? What does it say about women? What does it say about everybody in our society? With me today is a new friend of mine. She's very charming. You're going to love her. She's from Boca Raton, Florida. Her name is Cheryl Maida

and she is the team leader at matchmaking.com, which is a pretty important position. And she's going to join us today to talk about that. Cheryl, welcome to the show.

Cheryl Maida (01:19.561)

Thank you so much for having me. How are you?

Scot McKay (01:22.108)

I'm doing great. The importance is how is this next generation doing in terms of their relating and in terms of their dating? You're immersed in this like I am all day long. You're a professional matchmaker, which I would assume means that you work with people who are a little bit more mature and maybe have more means than your garden variety, 20, 21 year old. But I'm sure you have something to say on this. What are the trends you see?

Cheryl Maida (01:32.34)

Yes.

Cheryl Maida (01:45.077)

Absolutely.

Sure, absolutely. So I do have ages, literally. I have clients that are anywhere from their 20s all the way through their 80s. But I have found that that generation are looking for something real. They're not looking for hookups. What I have noticed though is they're waiting a little older. Like for me, I met my first husband when was 19. We were married at 23. Now, not many 23-year-old girls are looking to get married. But are they looking for serious relationship? Yes. A lot of them are going back to school. They have

careers, but I see more and more men and women in that age bracket coming to us. I am shocked at how many women in their 20s are signing up with a matchmaker because they want something serious. So they are going, they're shying away from the apps and really looking towards matchmaking now, which is of course great for us.

Scot McKay (02:36.856)

Yeah, you you hit upon something that's very important. Very recently, you know, within the last couple of months of this podcast being recorded, I have declared dating apps dead. I'm just not going to teach it anymore. And this is a shock to the system for most of the people who have followed my work and, you know, been fans of this podcast for years and years, because I met my wife on match.com and I was very, very bullish

on online dating for years and years and years. And I was teaching guys very successfully how to kind

of beat the system and meet real, you know, women and have real lasting relationships with them or date around if they want to. But man, especially since COVID, I mean, the whole idea of an online dating app has always been fraught because it's, it's taught us how to take a millisecond first impression and decide the fate of this person in my life, yay or nay, based on something very shallow.

And, know, in the case of Tinder and, you know, Bumble and some of the others, it's always been a very brief amount of information they're given, plus the picture. I mean, Hinge did a little bit better a job of that, but even, even now you're hearing me talk about Hinge in the past tense, they did a good job at that. You know, the balance sheets are falling off a cliff with these people. They're all going out of business. They can't retain their customers. People don't want to pay for this service anymore

because we all feel like we've been had. You know, we were tricked into this dopamine rush of collecting likes, like we're on freaking Facebook or Twitter and nobody's meeting each other in real life. And even when the beautiful people finally connect, they look at each other and go, you're not who I expected to meet. So we had pickup artistry 20 years ago. That fell off a cliff 15 years ago. Nobody's doing that anymore. Women are all wise to the

Cheryl Maida (04:22.325)
Right, right.

Scot McKay (04:33.687)
pick up artist tactics and lines and stuff. And now with online dating apps, dead, we got to find something else. You know, so you have matchmaking, okay? You're having people come to you and say, Hey, look, I'm too busy to go out and actually meet people and forge my own path here. So your service is on the rise. And I'm also advocating that the new normal is the old normal. You need to go out and meet people and be social.

Cheryl Maida (04:46.655)
Correct.

Cheryl Maida (05:02.079)
Correct.

Scot McKay (05:02.399)
And so I'm really glad you brought that up because I think that is not only correct, but it's also a prescient thing to say, because I think we're going to get more towards that old school way of looking at things, you know?

Cheryl Maida (05:18.131)
Right. And you know what's interesting is because when I started my business, it's almost 16 years ago, my competition really wasn't other matchmakers. It was the apps. Because we were at the stage where people were embarrassed then to admit they were on it. So now fast forward. Now, because of the enormous amount of apps, I mean, you name the category, there's an app for it. There's an app for people in fitness. There's an app. It's like people that love vegetables...

You name it, there's an app for everyone. But so many people have gotten catfished. So many people have gotten ghosted. Now with AI, I had someone present, someone they're like, what do you think of this gentleman? I'm like, my God, he's super good looking. I'm going on and on. They're like, yeah, it's AI. He's not even real. So people aren't trusting the apps. There are scam artists on there. So I think a lot of people are getting more frustrated than not. And they want, like you said, the old school way of meeting someone through

Scot McKay (06:05.453)

You

Cheryl Maida (06:18.001)

a friend, and that's what I call myself a matchmaker is like a friend introducing two people. Literally, that's what we do.

Scot McKay (06:25.111)

Yeah. Like literally. Yeah. In the true sense of the word. I'll tell you, a lot of this stuff didn't work. You know, the hookup culture, you know, everybody loves sex, but it's kind of empty. And when people feel like, well, you know, there is, it's just, again, too fraught. mean, what if, someone, a woman,

Cheryl Maida (06:29.513)

Yeah

Scot McKay (06:50.143)

revokes her consent the morning after this drunken tryst that we had the night before where we didn't even know each other. What about STDs? What about pregnancy? What about this person being a psycho bunny of some sort who comes back and tries to take me for everything? It's just it was it was the way I've looked at it is the get off just isn't worth the let down.

That's my way of putting it.

Cheryl Maida (07:19.829)

No, and you're right about that.

Right, you're absolutely right about that. think more people are not interested anymore in these one night stands. They're not interested in speaking. You know what it is? Everyone becomes pen pals on these apps. And I always explain that to people. If that, if you're lucky, right? One guy might be going out with a girl on a Friday night, but I promise you he's going home and responding to, you know, 200 other women. So that's the part. People have lost trust with the apps. And like you said, when Tinder just came out,

Scot McKay (07:34.443)

Yeah. If that.

Cheryl Maida (07:52.717)

oh, that was on fire because it was known as the hookup site. Everyone was on there. Everyone was and then as you said from STDs from pregnancies, of course, as we discussed back in the 80s, you know, people were scared then of AIDS. People are much more cautious today. They are much smarter than they were with all the new technology and everything. And I think people are really shying away from the apps. And that's why this younger generation are like, wait, where am I going to meet someone? They're over the apps already.

And we're out...

Scot McKay (08:22.839)

Yeah. Okay. Well, hold on. We've discussed that. So let's, let's move on from that because there's something very important you just said that I think we should focus on. And that's that in the eighties, people were dying of AIDS. So we were being kind of withheld from having the casual sex we were dreaming about because we had a choice. Screw a bunch of chicks or die. You know, at least that's what Anthony Fauci and the CDC were telling us.

Truth be told, if you're having heterosexual sex with a woman, as opposed to men having sex with men,

your, your chances of having, you know, any, any chance of getting HIV at all were very, very small, regardless of what Oprah was fear mongering about on her show. And, you know, that's why you to this day don't know a whole lot of heterosexual people who have died of AIDS. unless, you know, they were needle sharers or, you know, something like that.

Cheryl Maida (09:05.503)

Right.

Scot McKay (09:21.465)

the deal nowadays is it's not like we're being compelled by some fear from having this hookup sex. It's just all the promises made by so much over the course of the past few decades never came to fruition. I mean, the apps did not deliver on the promise, right? Being locked down solito for a couple of years in your own home during COVID, let alone your

studio apartment, and being separated from everybody else and being told, well, you know, we got porn for that. That didn't cut it either. You know, men have tried saying, well, I don't like women because they don't like me. I can't make attraction happen. Therefore, I'm just going to go get an AI girlfriend. And then this AI girlfriend doesn't have a soul and that doesn't cut it either. So people are finally waking up and going, hey, you know what? I'm sick of what the media is trying to tell us. I'm sick of there being some sort of socio-political agenda.

Cheryl Maida (09:58.933)

Right, right.

Scot McKay (10:19.415)

that's trying to tell me what to do, who to be in love with, who to be attracted to. People have become very wise to this division created between men and women when we're obviously designed to be in partnership with each other. I mean, you know, even sexually, men, women get together and make babies. Without babies, we don't have a future as a human race. People are going, wait a minute, you know what? We've been swindled.

And so nowadays you're starting to get young women, even if they are smart college graduates going, you know, it might actually be okay for me to be a stay at home mom and build a family. And, you know, have a side hustle and, and do that. It's not an affront against my femininity to be a mom. I want to be a mom because it's just too many 38 year old women woke up and went, good God, man. I've spent my entire life

climbing the corporate ladder, it's been empty and now I've got to hurry up and make a family. Too many guys said, I want to live like Hugh Hefner and be a playboy my whole life and just bag a bunch of chicks. And then they wake up age 45 and go, you know, I never played catch with my son. You know, maybe I'd like grandkids someday. Maybe I'd like to have people of significance around me instead of all this empty space. And

it's a shame almost, well it is a shame Cheryl, that we had to go through a couple generations of trial and error there only for Generation Z to finally smarten up. I think it's very real.

Cheryl Maida (11:55.177)

Right. It is. And I see it. I see it for myself. And I love it because the more men we are getting, let's say in their low 30s now, which is young for matchmaking, our normal age range, would say the average age range 50s and 60s usually used to be divorcees, maybe widowers who are upper 60s, 70s. Now we're seeing a whole slew of clients in their 30s. They're like, we don't want to waste time. The apps are about the quantity. It's not the quality. If you want to

go through and have a date every Friday or have a girl five days a week, go to the apps. But a lot of these younger generations, they're not doing that anymore.

Scot McKay (12:32.823)

But importantly, the quantity isn't even there anymore.

Cheryl Maida (12:36.649)

Well, the quantity is there, but the quality is not even good on there.

Scot McKay (12:43.639)

Well, the report I'm getting from perfectly good, attractive people who are very dateable is, is they're not even meeting anybody. There's everybody's just chasing their tail spoiled for choice. The women are all saying, my goodness, I got 200 likes. I'm more popular than I ever thought I was. But meanwhile, all these guys are swiping right on anything that wears a skirt and all these women feel chosen by their dream guy. So they pick which

Cheryl Maida (12:51.125)

They're not even meeting anybody.

Scot McKay (13:10.443)

two guys they want to write back, they write them back and hear crickets because those two guys went to someone who was a better choice for them or they didn't hear back from anybody they really wanted to hear back from. So this, you know, vortex of doom continues. No, I'm hearing from a lot of people who are getting very little joy at all from dating apps. Yeah.

Cheryl Maida (13:25.098)

Right.

Cheryl Maida (13:29.461)

Well, it becomes a job. It becomes a job, these apps. And people, and know it's so interesting. So many people think that, you know, there's a very big misconception with matchmaking. The misfits of the world must go to a matchmaker. I don't need the help. I get all the girls I want. And it's so interesting. If anyone saw a bulletin board of my last 15 years as a matchmaker and every client, people would not believe me. Super successful, super handsome gentlemen, men that do perfectly fine on their own. They're not finding what they want. They don't want to go

home and have another job of going on the apps and then you have to respond to 500 people who's responding back to you. You make a date, the date doesn't happen. It has become so exhausting mentally and emotionally exhausting that I think people are just shying away from them and as we said at a younger age now they don't want to deal with that. We've done it. We've all tried it, our generation. And people are just really shying away from the apps. They really are if they are looking for something real.

Scot McKay (14:26.349)

Yeah, it's not lonely, desperate people. It's people who are too busy and have to outsource this because it is, it's like a full-time job trying to find someone who's right for me. If I can, you know, for lack of a better way to put this, this sounds a little raw, but I mean, if I can punch everything I'm about into an algorithm, at least I got a fighting chance of finding someone who's going to match up with me in the important ways, you know,

Cheryl Maida (14:30.335)

crap.

Cheryl Maida (14:35.199)
Exactly.

Cheryl Maida (14:53.087)
Right.

Scot McKay (14:53.239)
how I vote, what God we pray to, what we have for dinner, how we believe about parenting or about travel, how we spend money, all those things I'm sure are in your, you know, how you build a database around the people you're matching up. Yeah, I mean, everybody I know who's in matchmaking is in high end matchmaking. And what they're doing is they're charging a premium to guys who are too busy running their thing to have time for this thing. Yeah.

Cheryl Maida (15:06.741)
Correct.

Cheryl Maida (15:21.653)
Correct. And the example I always give about matchmaking is it's equivalent to getting a realtor, getting a realtor to sell your home. You can sell your home on your own, but guess what? The realtor is going to have the connections and that's what she's doing all day. An accountant with your taxes. You can learn to do your taxes on your own. What do you do? You hire a professional in the field. So what's more important than your love life? And the busy, successful gentlemen that know how to delegate exactly what's important to them are going to matchmaking. They really are. And a lot of these men...

are younger, being more successful, at very young ages, and they're coming to us. And it's great.

Scot McKay (15:57.344)
And obviously, obviously you don't hire a matchmaker for a hookup. You're looking for a match.

Cheryl Maida (16:01.309)
No, absolutely not. Exactly. And I will say I've had gentlemen and it's okay. Sometimes they don't know. The first question out of their mouth will be like, okay, do I have a date every week? Is that how this works? And do you know what my answer is? And I don't judge anyone. If you were looking for that, you came to the wrong place. Go to the apps. That is not what we do. Right.

Scot McKay (16:19.147)
Or go to It's Just Lunch and fail that way.

You know, It's Just Lunch has never liked me. They didn't like me then they don't like me now because I was a threat before because I was very pro dating apps and dating sites, which is their enemy. And nowadays I'm very pro go out, be social and see who you connect with, which of course is still not very friendly to them. I don't know. Are they still even in business? I don't think I've heard about.

Cheryl Maida (16:27.349)
I'm a warden.

Cheryl Maida (16:48.681)
They are, They are still in business. Let's just say they are, they are. I've heard a lot of things about them and what you're saying I've heard and yeah, but I think they're still around.

Scot McKay (17:01.109)
I have a guy in Columbus, Ohio, and he hired me because he tried It's Just Lunch and they set him up with a prostitute.

Cheryl Maida (17:10.261)
Jesus.

Scot McKay (17:11.629)
I mean, she was a prostitute for a living, but she's looking for her guy. And he went back there and said, you know, I could have paid a lot less for a date with her than what I paid you. Yeah. I mean, that to me was kind of the last straw.

Cheryl Maida (17:18.901)
to get apart. Right. And you do have You do have to be careful because I've heard stories that there are matchmakers that will, you know, sign a client up and then believe it or not, pay women to go out with them, not for prostitution, but when in doubt, you know, they're like, oh gosh, I have to find someone. So you do have to be very careful. You have to do your due diligence when you do speak to a matchmaker, you know, and really interview the matchmaker as well. That's what I always tell people.

Scot McKay (17:47.127)
There used to be a, an introduction service called Together. You remember them?

Cheryl Maida (17:54.397)
I actually don't know that one.

Scot McKay (17:56.11)
It was called Together dating service. And back in the stone age of me being a dating coach, I was doing all the research I could on everything out there. And I actually hadn't met my wife yet. So I took them up on a meeting. Okay. And I had this lady sit in front of me, know, chain smoking cigarettes with a gravelly voice, you know, like this. And she told me that I needed to lower my standards if I was going to meet any women

Cheryl Maida (18:11.797)
Okay.

Scot McKay (18:27.915)
because I wasn't a multimillionaire. I was too short. I'm not very tall, et cetera, et cetera. And, you know, I cared about looks too much. You shouldn't care about looks at all. And as a, as a brief aside there, I actually care about the whole package. I want the person I want in general. I don't want to, I don't want to compromise because I feel like the only thing worse than settling for someone is being settled for. That's humiliating.

Cheryl Maida (18:44.117)
All right.

Cheryl Maida (18:54.335)
Right, right.

Scot McKay (18:55.231)
And my definition of who's sweet, beautiful and gorgeous is mine. You know, I'm not looking for a five foot 10 supermodel. I'm looking for, my wife, you know, and for real, my wife is like my dream woman. And I said to her, I said I don't think I'm going to be needing your service. And she's like, well, why? I said, well, I'm currently dating five different women I met online and they're all gorgeous. And none of them think I'm too short and none of them think I'm too poor. So I don't know why I would lower my standards

Cheryl Maida (19:08.053)
Thanks.

Cheryl Maida (19:22.591)
All

Scot McKay (19:25.421)
to hire you and spend money on you. And she just basically gave me one of those, well, I don't know if you want to do that, know, kind of one of those things that people from the East Coast do where they kind of bat their eyelashes and kind of mumble to the side until they're done.

Cheryl Maida (19:35.733)
you

That's hysterical. It's not about lowering your standards. That's not a very intelligent thing to say at all. It's about making your expectations realistic. That's what I say because we all have a checklist and what's important to you might not be important to the guy over there. But at the end of the day, the matchmaker has to make you happy. So what I would tell my client is you are allowed to have your standards. I would never tell you to lower them. But what I would tell you is let's put them in order. Out of your 10 things that you're looking for, what's the most

Scot McKay (19:39.754)
now.

Cheryl Maida (20:06.795)
important and I explain this to everyone if you're looking to check off all 10 things most likely this is why you're single but if you could if you could really decompartmentalize and say to yourself, you know what this and this is much more important and actually put them in order, you'll see it opens up a whole new world to you. So it's not about lowering standards. I don't believe in that. You have standards? Wonderful. You should have standards and don't settle because that in the long run you will not be happy. But it is about making a smart decision

seeing what is the most important thing to you, and then moving forward that way. Just making your expectations realistic. That's all I say to everyone.

Scot McKay (20:46.125)
Well, I think there's another dimension to that and that's the human dimension. We can do all the logistical matching we want and I'm not going to, I'm not going to say that it's unimportant to do that because if we agree on major factors of long-term compatibility, you know, and, and again, I have to issue the

the disclaimer, I understand people of different religions and different voting blocks can get married and be happy. But if we agree in terms of what we're basing our life on, what our future goals look like, do we want kids? Do we not want kids? How do we spend money? How do we go on vacation? Who do we pray to? Who do we vote for? That's important. I think people need to match up on that.

But you know, I hear these horror stories about women who are gold diggers in New York City trying to screen a bunch of guys who they think are millionaires and they come with a checklist of a hundred things and just weaponize this thing against this guy as soon as he walks in the door.

Cheryl Maida (21:54.901)
You would be amazed though, you'd be surprised. Like politically, I would say a few years ago, right? It was so important. It was practically one of the most important questions I could ask. And it's funny, 15

years ago, I never even asked it. Today, I do have a lot of people that will say to me, which I love this answer. For an example, I'm a Republican. If someone is a Democrat, that is fine. If they're liberal, as long as they're not diehard liberal, you know? And so I'll hear that. But when we have like a diehard liberal, they'll be like, I don't want a

Scot McKay (22:07.51)

Yes.

Cheryl Maida (22:24.925)

Trumpster. I'm not interested. So usually, and that goes along with religion also, if there's someone very religious, most likely they're looking to stay in their religion. But if someone is like, you know, for an example, I'm Jewish, I celebrate Christmas, I love Christmas, I'm not religious. But if someone is Jewish, and they are very religious, well guess what? They're going to look for someone in that religion. So there are, you know, everyone has what is the most important thing to them. But politically, it's very interesting. That has kind of fallen off.

Scot McKay (22:26.921)

Exactly.

Scot McKay (22:34.551)

Yes.

Cheryl Maida (22:54.996)

People don't really stress that as much.

Scot McKay (22:57.079)

Well, again, it didn't deliver on the promise. And the truth of the matter is no matter what you see on TV and yes, you're going to see all these angry people carrying a torch on BlueSky and on Truth Social that, the other side is a bunch of Nazis. I mean, you have a bunch of anti-Semites calling the other side a bunch of Nazis. You know, everybody, once again, we're waking up to this. We're being wise to this.

Of all the celebrities who are saying, my God, Trump is horrible. He's a dictator. Things are even worse than we thought they'd be. You know, Sarah Silverman was saying that not too long ago on her podcast. Like what? I mean, you know, I have a bunch of countries that aren't at war anymore. My price of eggs went down. My price of gas went down. You know, I don't see things worse than they were four or five months, except now I know that the guy in office is actually running things instead of God knows who, you know what I mean? Do I think that?

Cheryl Maida (23:32.693)

I saw that.

Cheryl Maida (23:51.625)

Yes.

Scot McKay (23:53.112)

The Republicans are going to are doing too much lawfare trying to get the other side after they promised they wouldn't? Do I think the Epstein thing is a mess? Yes, I do. But ultimately, you know what? None of that affects me. That's not... that doesn't affect my life. You know, it's not my kitchen table issues. Right. So when I was a kid, I don't know how old you are. I'm assuming you're significantly younger than I am. When I was in high school in the 80s during the Reagan administration,

Cheryl Maida (24:07.669)

All right, great.

Cheryl Maida (24:11.785)
Right. Right.

Scot McKay (24:23.327)
I don't remember ever talking about politics at all with any of my peers ever. We were out surfing and BMXing and skateboarding and trying to make out with girls behind, you know, the, the dumpsters at school. When nobody was looking, you know, that's what we were doing.

Cheryl Maida (24:27.433)
Voucher.

Cheryl Maida (24:38.441)
Right.

I think a lot has to do with the fact that when we were younger also, what did we have? TV and radio. That's it. Now it's Instagram, it's TikTok, it's everywhere you look. 24 hours... you can't get away from it. You go to a restaurant, it's on the TV. So that's the issue today. And that's why that's another thing that actually can come between people when dating. But once again, depending on the individual, do I have some diehard Republicans? God, yes. Do I have some men that are like, do not set me up with a liberal?

Scot McKay (24:46.059)
You bet.

24 hour cycle. Right.

Cheryl Maida (25:09.495)
I do. But for the most part, I would say that really kind of fell off a little. It's not as important as it was like five years ago. Yeah.

Scot McKay (25:16.629)
I agree. But I think that's symptomatic of a larger movement in society. I think once again, the promise failed, you know, get into your echo chamber, let's hate a whole bunch of people. Let's be on this team. Let's make politics our religion. Let's make feminism or Men Going Their Own Way our religion, and that God won't save you. There's no hope there,

Cheryl Maida (25:35.423)
Correct.

Scot McKay (25:44.61)
let alone eternal hope. There's not even any temporal hope there. So what you've got is a bunch of people, especially youngins. Okay. Now this generation has never known a day in their life without a smartphone. They're going, why am I letting this thing rule my life? I mean, what if the...? It seems like some of the stories I hear, some of the movies I see, man, that was a lot more romantic. It seems like men and women got along and it seems like that's the way it always was.

Cheryl Maida (25:57.717)
Correct. All right.

Scot McKay (26:15.083)
I think I want to see what that's like. I mean, the great rebellion for this generation, ironically, is against all this technology to go old school.

Cheryl Maida (26:25.023)
Right.

Right, and just think about this also, that they see a lot of parents now getting divorced. For my kids, I have three boys, 19, 21, and 24. I don't know if they have any friends, parents who are still together. I find that to be so sad, and I really do, and I blame the technology today. I blame the access to so many people from the dating apps. And then how about this? Forget about the dating apps. Facebook alone, you want to look up your ex-girlfriend from high school?

Scot McKay (26:32.29)
Mm.

Cheryl Maida (26:56.245)
You absolutely can find her. So I think this generation, you know, that generation sees all that, you know, and they're learning from it. They're being smarter about their dating right now. I really do. And for matchmakers, it's just better for us. People want to find real. They really do. They want to settle down. They don't want to date 50 people. They would love to find the love of their life as early as they can.

Scot McKay (27:18.327)
Yeah. Let's go back to that poor lady who's trying to sort out a hundred check boxes in front of some guy in New York City for drinks. You know what the crazy part is? She can checklist her brains out, but ultimately the guy who does it for her, for where the chemistry is and where that's backed by real actual compatibility, that guy's going to surprise the hell out of her. He's going to come out of nowhere because we're humans. You know, all...

Cheryl Maida (27:44.703)
Right.

Scot McKay (27:46.974)
All of my own blathering about my type and what she looks like and what she's about and what I really like. I met so many women who just completely destroyed, you know, that pattern. They broke that mold and I thought they were hot and I really enjoyed them. And that's because I've opened myself up to connecting with a human rather than preconceiving a selfish set of boxes and playing God really,

Cheryl Maida (28:02.409)
Right. Right.

Cheryl Maida (28:16.776)
Right.

Scot McKay (28:17.025)
saying, okay, here's the person I expect to show up. You know, I've joked about how, you know, when I met my wife, it was like I, I filled out a requisition to God and handed it to him he delivered my product. And I think that's really cute and romantic and it makes my wife giggle, but that's not reasonable because human beings will, will surprise you. And I think, I think the younger generation is off... all here for that surprise. It's fun. It's more exciting.

Cheryl Maida (28:20.447)
Right.

Cheryl Maida (28:32.949)
That's cute. Right.

Cheryl Maida (28:42.815)
Right.

Scot McKay (28:45.377)
There's the chemistry is better. It's a spark because it's not something that's preordained by what social media told us to do. And now that we're all, we've all exercised our social muscles against Cheryl and we're not rusty because we were locked down by COVID and we're out there being social again. You know what we're realizing? We're not all racist. We're not all sexist. We're not all angry. None. Most of us aren't angry. As a matter of fact,

Cheryl Maida (29:08.885)
Right.

Scot McKay (29:14.655)
It may seem like the whole world is angry because it's the angry people who grabbed the mic and complain and, and, and bitch about things. You can have 200 people show up at a protest in New York City but there's also 7,999,800 people who didn't show up because they're like, not my monkey, not my circus. So if we go out and we're social, we stop

Cheryl Maida (29:19.445)
Correct.

Cheryl Maida (29:33.983)
Right.

Cheryl Maida (29:37.333)
Right.

Scot McKay (29:42.465)
doom scrolling, even when we're sitting around our friends in real time and we start connecting with people again, we're going to realize, hey, these people are not enemies. We're all trying to live our best life and get along and it's actually kind of nice.

Cheryl Maida (29:51.945)
Right.

Cheryl Maida (29:56.017)
It is. And I say this to everyone that for people that are single, you can meet your husband or wife walking into a Starbucks, walking into a supermarket. I say this to everyone. If you were looking, exactly, if you were looking for a job, if you sit home on the couch, no job is coming knocking on your door saying, hey, I heard you're unemployed. It doesn't happen. And it's the same thing with being single. Let people know, tell more friends. When you go out, I always say eye contact's the best. Single people give excellent eye contact. It's like this little sub,

Scot McKay (30:06.017)
Look alive out there.

Scot McKay (30:15.65)
Mm-hmm.

Cheryl Maida (30:26.371)
It's like this little message, you know, when you're looking at someone like, yeah, I'm available, are you?

And I'm telling you, the more you go out and you just make yourself known, whether or not, and I always say, you know, go to do what you enjoy to do. Go to a gym. If you could find someone where you tend to have a hobby, the gym, the golf course, let's say you love library, go sit at the bookstore and read a book. There are so many single people out there. They're not just sitting on the app scrolling all day. They're really not.

Scot McKay (30:54.246)

I just say talk to everybody, be social.

Cheryl Maida (30:55.945)

Yes. You should. And that's nice. That's great.

Scot McKay (30:59.851)

I mean you're never going to know. I don't even care if they're single or not. Well, I don't, I don't actually in that respect, but you have no way of knowing this, but I actually take guys out in field and immerse them in talking to women all weekend long with my wife's blessing, often with my wife there.

Cheryl Maida (31:03.091)

Well, no, you're married.

Cheryl Maida (31:16.309)

So you're the wingman.

Scot McKay (31:20.385)

Well, I'm a coach and I'm also an infield coach. I teach guys how to meet women in field. When the guys come to me, they're guys who want to get better at approaching women, attracting them, creating chemistry, meeting them. That's why they're here usually. And it isn't about hitting on women and trying to get them in bed. It's about making female human beings adore you. Because then it doesn't matter if I'm single, whether they're single, almost nobody will talk to strangers anymore.

Cheryl Maida (31:22.836)

Right.

Cheryl Maida (31:35.221)

All right.

Cheryl Maida (31:44.149)

for.

Scot McKay (31:51.138)

Like they'll look at you like strange, but then you go, it's okay. I'm not going to hurt you. And they're, okay. You know, not literally do you say that, but it's like they, there's a pattern interrupt when someone talks to you and you don't know who they are. And then they have to kind of settle into, you know, this will be all right. And then I teach guys how to be warm and light instead of cold and stoic, you know, with this duck face and women are generally adorable and friendly and sweet. Yeah. Some of them are going to have boyfriends.

Cheryl Maida (32:01.471)

Right, right.

Cheryl Maida (32:18.332)

I agree.

Scot McKay (32:20.289)

Some of them won't have boyfriends, but how are you gonna know the difference if you're never social with anybody?

Cheryl Maida (32:24.905)

And if you think about it, even if you do end up approaching a woman who has a boyfriend or is married, everybody knows at least one single person. And I always think it's about networking yourself, putting yourself out there. A married woman could be like, listen, I'm so sorry I'm married, but you are so adorable. Oh my God, my best friend in the world is single. And that's how you connect people. Think about what networking is. From business to relationships, right? Even to friendships, right? It's all about networking. And as you said, being the friendly one, being outgoing,

Scot McKay (32:33.704)

We've seen it happen.

Cheryl Maida (32:54.839)

Being optimistic, that's huge. Women do not like men who are not optimistic. Cocky? No. Confidence, yes. There's a big difference between cocky and confident. Confident and secure goes a very long way with women. And I'm telling you, people can have many more connections on their own if they just thought about that and did what you said.

Scot McKay (33:17.463)

Yeah, when guys meet 10 women in a row, they may not have met 10 women in the last 10 years, okay? But when they meet 10 women in a row on a Friday morning while I'm there, and it all goes great, and it's like, wow, that wasn't so scary, the 11th one is easy. So after a hundred of them over the course of a weekend, these guys get on a plane and go home and they're a machine. They understand how women want to feel safe and comfortable.

Cheryl Maida (33:42.719)

Right.

Scot McKay (33:46.945)

How charm and what I call warm levity go a long way and girls just want to have fun. And if you're helping them enjoy themselves, the next thing you know, they're glad you showed up and talked to them. And either the flirting is going to start or the flirting is not going to go anywhere because, because she's taken. I talk to women all day long and I talk to women like women all day long, but I'm not going anywhere. I love my wife. My wife's adorable. I never let it get sexual, but

Cheryl Maida (34:07.44)

Thank

Scot McKay (34:16.491)

you know, God help me, I love female human beings. And I think, you know what? This might be a great way to conclude this podcast is to talk about

how people somehow have been driven away from liking the gender they're trying to attract.

Cheryl Maida (34:32.211)

Right, it's interesting, right. And it's not about, like you said, going to bed with them that night. It's about getting to know someone. And when women find a man is interested in who they are, not what they're wearing, not how short their skirt is or how skinny their legs are. Exactly.

Scot McKay (34:46.855)

Or just likes women in general instead of ...instead of hating the bitches but he's horny. You know, that's not gonna get anywhere. Yeah.

Cheryl Maida (34:51.399)

Exactly, exactly. And I And I totally agree with you. And sometimes, you know, you have men, all women are gold diggers. That is so not true. It's almost right.

Scot McKay (34:59.275)

And it's not gender specific. Okay. You know, you have women who say, oh, all men are jerks. They only want one thing and they're violent and masculinity is toxic. Can you find me a husband? The answer is no.

Cheryl Maida (35:05.779)

And you're right about that. Right.

As soon as a woman has like a... Not, not every woman remember it's not everyone but sometimes when a woman has a bad divorce a bad breakup all guys are jerks let's say, right? Now, let's think about that sentence. Of course they're not. You know you had a bad experience but this is what I always go by and it seems to work for a lot of people men and women. People come into your lives for a reason and I say they come into your lives for a reason a season or a lifetime and if you could go back and think of maybe people that you dated that you

Scot McKay (35:14.507)

Of course not.

Cheryl Maida (35:39.911)

what they were going to be the one but you broke up. Most likely they served a purpose at that time in your life and when I explain that to people even from my own self, people always seem to be like... and they all of a sudden they're like yeah you're right and this person was a season maybe it was around the holidays maybe it was a summer love a reason maybe you were going through something at work a health issue and then of course the lifetime people are the ones we end up marrying or we obviously are in a very serious relationship with. Yeah.

Scot McKay (36:06.88)

thousand percent. You know, again, you have no way of knowing this. You and I are just getting to know each other here, but I would have every right to be one of the Men Going Their Own Way. A red pill, Manosphere guy who's just angry with women, just avoid them. You're an idiot. You're a fool. If you even think about having a long-term relationship with a female because my first wife was bat shit crazy and she ruined my life, took everything, estranged me from my daughter and was generally awful. And

portrayed herself completely differently when we were dating. I have every right to feel that way, but A, I'm not a victim. Even though everybody told me there's nothing I could have done to prevent that divorce. You were a great father, a great husband. I said, no, you know what? I could do better and I'm going to work on myself for me. And I want to not make that mistake again. And the next thing you know, I'm attracting sane women who are sweet,

Cheryl Maida (36:37.427)

Right, right.

Scot McKay (37:01.676)

dare I say more beautiful and I have not had one day with my lovely wife of 18 years now that was like any day I ever had with my first wife. Now I could say, man, I wasted all that time from age 28 to 35 with that, you know, that awful woman, but you know, I wouldn't be the dating coach I am today. If every one

of my, right, exactly. If every one of my dating experiences would have been just unbelievable and perfect.

Cheryl Maida (37:07.804)
That's one.

Cheryl Maida (37:23.923)
and you wouldn't be married to him.

Cheryl Maida (37:30.325)
I absolutely agree with you and you want to hear something very interesting and I'll tell you quickly, my first husband, great guy, we have three kids together, we were together for 24 years. My husband now, we're married, I think it's eight years. He doesn't have kids, never wanted kids. So let's just reverse that. If I met my husband now 20 years ago, I would have never married him. So everyone comes into your life at different stages and I believe for the right reasons. And remember, if you didn't have your first wife, unfortunately with the experience you had,

Scot McKay (37:55.852)
How about that?

Cheryl Maida (38:00.311)
Your second wife was waiting for you, but at this time, or actually I should say 18 years ago, right? There you go. There you go. You both needed that time to get out of it.

Scot McKay (38:05.334)
Well, she was too busy with her own schizophrenic husband. And here we are.

But yeah, not to be overlooked. I can relate to so many guys and what they're going through, especially when they're being gaslit into thinking that they're the problem. And it has, it has made me a much more empathetic and effective coach not to have had a perfect path in life. I understand pain. I can, I can realize it. Also, you know, as a little bit of a wounded warrior myself, I don't come off as perfect and douchey to these guys as if I've got all the answers.

Cheryl Maida (38:29.919)
right.

Cheryl Maida (38:41.801)
And know what I learned Scot? Everyone has a story. Everyone has a story. No one gets through life just smooth sailing. Because if someone says they do, most likely they're lying. We all learn and we have to move forward in a positive direction. And that's the way I look at it, yeah.

Scot McKay (38:54.582)
True. Yeah. Fantastic. You know what? I am cheering you on younger generation. Yeah. And you too, of course, but I am cheering on the younger generation. And you know, you guys, if you've been jaded out there, if you're our age, if you're in your thirties, forties, sixties, seventies, and you just, you've gotten jaded, look at what this younger generation is up against. The onslaught of media, giving them an anti-family message.

Cheryl Maida (39:00.245)
Oh, you're so sweet. Yeah. Yes. Yeah, me too. Me too.

Scot McKay (39:23.86)
You don't need women, women you don't need men. why don't you just go non-binary and be pansexual

and just enjoy yourself and you know, not have to worry about kids or family or just, just live for yourself your whole life. Men and women are adversaries. They're not partners. You know, look at the younger generation just saying no to that. I'm giving them the Dikembe Mutombo finger, you know, nope. Ain't going to happen.

Cheryl Maida (39:49.237)
Hahaha

Scot McKay (39:53.491)
It's against all odds, Cheryl, that they're turning this direction, isn't it? But they are because you know what? In the end, humanity will always win.

Cheryl Maida (39:58.077)
Yeah, it really is.

Cheryl Maida (40:03.625)
Yep, I absolutely agree with you.

Scot McKay (40:05.622)
Hopefully against AI as well.

Alright, her name is her name. Alright. Her name is Cheryl Maida. She's the team leader at matchmaking.com. She's a 15 year veteran matchmaker from Boca Raton, Florida. And when you go to mountaintoppodcast.com front slash Cheryl, C H E R Y L they would just call you Cheryl where I come from in Baltimore. You'd be Cheryl like short for Shirley. Yep. When they go to mountaintoppodcast.com from slash Cheryl, Cheryl.

Cheryl Maida (40:31.091)
That's fine. I answer to that.

Scot McKay (40:38.656)
What will they find? It'll be matchmaking.com, I'm sure. What will they find there?

Cheryl Maida (40:42.933)
Correct. Yes, yes. So you'll be able to see our site and exactly what our process is, a lot of questions and answers for you. And if you're interested in joining, as I said, the men are our clients, women are always free. So you go to www.matchmaking.com, fill out a profile and the appropriate person will be calling you.

Scot McKay (41:02.516)
I disagree with you wholeheartedly that women are always free, but I think for business purposes this is what you're talking about.

Cheryl Maida (41:06.505)
How's this? Women are free in the matchmaking industry for what we do. That's what I meant to say.

Scot McKay (41:12.96)
Yeah. In other words you're saying, y'all come, we got room for the ladies, right? Guys, the guys pay for the bill on the date, you know, as usual.

Yeah, well that's what you just said. Yeah, well, whatever.

Cheryl Maida (41:27.199)

Well, Women are free to join our services because the men are our clients. So therefore we were able to gather and really recruit so many women because a lot of the women we wanted wouldn't pay, didn't wanna pay, but we do a lot of screening. So I will tell you right now, we do not take every woman that joins. I will not take any random woman off the street just because she's single. I will not do that.

Scot McKay (41:32.544)
Got it.

Scot McKay (41:43.51)
Couldn't pay.

Scot McKay (41:52.972)
And that lady in New York with the check boxes, you know, the heck with her. Yeah.

Cheryl Maida (41:56.361)
That's what I'm saying. So we have quality women, intelligent women, and women that all have professions and can financially take care of themselves. That's very important to know.

Scot McKay (42:05.548)
Yeah, pretty sure my ex-wife isn't one of your, your, ladies on your database. Yeah. Wonderful. lot of fun. Thank you, Cheryl, for joining us today. This has been a great conversation. Yes, absolutely. Yeah. And, if this whole, I guess trend progresses, let's have you on and see how it's going in a couple of years. Yeah. And, gentlemen, if you want to visit mountatoppodcast.com go there.

Cheryl Maida (42:13.087)
You're so welcome. Thank you for having me. It was fun, Scot.

Cheryl Maida (42:25.481)
That sounds great. That sounds awesome. Okay.

Scot McKay (42:34.526)
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