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## SPEAKERS

Edroy Odem, Joe Buchoff, Scot McKay

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Edroy Odem 00:05

From the mist and shrouded mountaintop fortress that is x&y Communications Headquarters. You're listening to the world famous mountaintop podcast. And now, here's your host Scot McKay.



Scot McKay 00:19

Greetings Gentlemen, welcome to yet again another episode of the world famous mountaintop podcast. As always, I am your host Scot McKay you can find me on most social media platforms at Scot McKay, including now on YouTube, my handle, as it were is at Scot McKay. With me today is a new friend of mine, and we're going to talk about a topic where nowadays at least this is one where angels fear to tread. We're going to talk about online dating and more specifically, the lion's share of this entire podcast is going to be devoted to your online pictures, and probably a bit about taking pictures and looking your best in general. My guest today is gentleman named Joe book off. He's from Austin, Texas. And he is the Grandmaster over at dating unchained. And want to welcome you, Joe.



Joe Buchoff 01:13

Thank you. Happy to be here.



Scot McKay 01:14

Yeah, man. Happy to have you too. And you and I were chit chatting before we hit record on this. And I level set with you that this may be a podcast that is replete with some hardball questions for you. And we may as well just throw it on the table upfront. Joe, a lot of guys are pretty disillusioned with online dating nowadays in general. Some of the guys who've been single for a while or perhaps single again, might even remember the good old days, the glory days of online dating, as it were, you know, back in the mid aughts, when everybody was on

match, nobody could filter their pictures, what you see is what you got. And if somebody was fake, you know, we pretty much could figure it out. Nowadays, it's a completely different landscape. As Mac Miller once said, It ain't 2009 no more. What's your take on the online dating landscape nowadays in general, Joe, and tell us why you think there's reason to be optimistic about it.



Joe Buchoff 02:10

100% you're very right. And all those all those assertions? Well,



Scot McKay 02:14

I've been at this for a while, for sure. For sure.



Joe Buchoff 02:18

This is one of the reasons I actually got into what I'm what I got into into taking guys dating profile photos so they could get more matches and dates. One of the key moments for me, I was traveling, I was a digital nomad for a while. And I was in Eastern Europe, Latvia specifically, and I had been approaching a lot of girls during the daytime getting a lot of dates from that. And I was going online and online dating and I wasn't getting as much. And over there, there's a more conservative culture. So it was harder to get what I wanted. I wanted something close, and also sexual. And for them, it was harder to get to the sex part. And I didn't really know how to navigate that. So I was a little discouraged and especially discouraged because I wasn't able to get the matches I wanted online. I remember specifically after after the last straw on the camel's back of rejection that I had gotten. I remember in the hotel room in sorry, the hostel room on the bottom bunk, crying myself to sleep in the fetal position, because I wasn't getting the matches that I want and online.



Scot McKay 03:17

Sounds more like a hostel room than a hostel room.



Joe Buchoff 03:21


It was the hostel hostel. Yes. And so I did a lot of work on myself, I did a lot of work on my photos. And I ended up while I was in Latvia dating one of my most favorite women I've ever dated. And I think in conclusion, it's a lot harder nowadays, for sure. Because you have to be the top 5% to get matches on Tinder. But if you are the top 5%, you have more than you can deal with. That's what I try to get for people.



Scot McKay 03:51

Well, there's a lot to unpack there. First of all, Riga, Latvia is probably one of the most


underrated places to visit in Europe. That's where I was, yeah, the old town is just spectacular. And amazing. Just an amazing place to spend. Good quality time. I can imagine living there for you know, a month or two and meeting everybody. Everybody's extremely friendly. Latvia is one of those countries where, well, I guess most people in America probably can't even find it on the map. And so the opportunity to go there for the first time. It's with a little bit of fear and trepidation. Like what's this place going to be like, you know, and then you get there and realize it's just charming and fantastic. And above all, okay. Above the beer and food, which are both wonderful in the Baltics. The women are spectacular. In the Baltics. I mean, you hear about Ukrainian women. You hear about Eastern European women, but those women from up there in Estonia, Latvia, Lithuania, which are collectively known as the Baltics are just fantastic. And you know, on a side note, Bella roussey, and women are equally fantastic. So I can imagine you going there and having no real shortage of pretty girls. I'm a little surprised to hear you say that they're more conservative sexually, because that's not usually the rap sheet on women from Eastern Europe, they're usually a little more sexual because of, you know, how they've been raised. Maybe nowadays with a return to Judeo Christian values compared to the communist era that may be changing, and it may be becoming a little bit more conservative, especially the younger women. But, you know, come on, man, let's get real here. You're a handsome devil. You're not an old guy. You know, you're pretty quick on your feet. You got stuff going on? And you're American? I mean, how can you lose in a place like Latvia, really,

 Joe Buchoff 05:42

it was really fun. It was really fun. I did have some fun experiences, for sure. This was about five years ago, actually, exactly five years ago, I was there at this time of year in 2017. And I was a lot chunkier than I am now. And I was a lot more insecure. So I had that going against me. Yeah, that's how

 Scot McKay 06:03

you can lose is by being insecure. Yeah, women in general don't like that. They want you to be strong, be a leader? Be very confident. Because otherwise, if you can't stand up to them, how can you stand up for them? How can you protect anything if you can't even have enough self confidence to get out of a wet paper bag? Right? Yeah. 100%. Okay, so you're back in the United States. And the climate online nowadays is the swipe right swipe left culture, you said something very interesting to me. In our pre interview, before we started recording that I think a lot of guys already suspect is true. You said that women are looking for an excuse to swipe left on men. And you just backed that up by saying, hey, you know what 95% of you are getting swiped left on. But if you're one of the top 5%, it's a bonanza.

 Joe Buchoff 06:56

Talk about that. So there's actual data to back this up, guys swipe right about on average. So some guys are more, some guys are less, but guys swipe right on about 50% of women. Girls swipe right on about 5% of guys. And also girls don't agree with each other as much because there's more criteria on what makes an attractive man and what makes an attractive woman. So the hard data is girls swipe right on 5% of guys and swipe left. So out of 20 plus swipe on one swipe left on 19. And they also won't necessarily agree on who that one is. So there's, you

have to be in the top 5% of guys to get matches, and that some people would say that makes it really, really tough. And I would say it does. It's not wrong. But I wouldn't say that's necessarily a negative. Because if you're willing to put in the work to get the photos, because photos are what matter the most on dating apps, if you're willing to get the photos and improve yourself behind the camera, because you know, the photos can only really be as good as you then the world's your oyster.



Scot McKay 08:01

Why do you think it is? You know, I'm really curious to find your take on this. I have an opinion of my own. So fair warning. This is a loaded question. But I don't want to see this conversation with my take. I want to hear your fresh take on this. What do you think is going on there? With men swiping right on so many people and women swiping right on so few people? Are men just more desperate? Are they less picky? What's really going on there?



Joe Buchoff 08:29

So there's a couple of factors here. I think one of the factors is this isn't a new thing. Girls generally tend to be more choosy. So guys, we choose our sexual selection is who do we talk to? Who do we initiate conversation with? Who do we start? Because we're the initiators by default. So who do we go out and approach or who do we go out and swipe on? And girls, they're choosing as who do we choose? Who do we allow in? And in history, if you read like pretty much any account, girls tend to be the choosy ones, they tend to be more choosy. And before online dating, it's who do I let talk to me? Or who do I call back? Before there was texting? Or like answering machines? It's like, whose number do I keep in my phone? So I don't necessarily think this is a new thing. And then the second part of this is, I think, Instagram like before, recent times, I don't think girls knew how pretty they were because there was most girls didn't have access to mass feedback of how pretty they are now that anyone can post a photo on Instagram, and not even the most attractive girl would get like a ton of likes. And so it's like, most girls can be like, okay, whether it's true or not, I'm getting like 100 likes on this photo I didn't put any effort into I must be super attractive. I don't have to take the first guy that comes my way. I need a guy who's six figures, six foot at least, you know, super buff. And so there is at least in Western culture is not so much not as much in Latin America, although it is a little bit more than it used to because it did travel there as well. But I think there's also an entitlement where there is an unreasonable expectation from women because of social media?




Scot McKay 10:05

I will say that I think you nailed it right on the head. Okay. And I will also say that you describe it using completely different words and situational elements than I would have, which is fantastic. See, because these guys have heard my tape before. And so when you come and put that new, exciting twist on it, it adds something to the discussion for sure. Now, see, here's where I'm gonna go with what you just said, as a dating relationship coach, I dig into the behind the scenes elements there, what's going on with the dating app companies themselves, what's on their minds, and I've been in the behind closed doors meetings where they talk about their strategies. My somewhat cynical opinion, is when the dating apps hit your smartphone. That was the day the music died for online dating, it became just an incredibly superficial contest of

whose pictures could grab one's attention in the shortest amount of time possible. Everything else be darned, literally. Okay, so what happens is, in light of what you're talking about, with men being well, the ones who pursue, right, and women, the ones who are being pursued, what happens is, men are getting online and making the first move. And basically, we've often talked in the dating advice world, on ranking women from one to 10. It's more binary, it's woods and whatnots. Okay, if she's employed, you swipe right on her. Meanwhile, women by nature, and I would say this is archetypal, I would say this is primal. Women are designed to be protective of their sexuality, and to evaluate the men who are pursuing them. All right. So they're going to choose from the men who have swiped right on them, their favorite ones. Now, the flaw. I don't know if this is a feature or a bug in the female mind, but femininity, chooses the man that femininity wants, and assumes that masculinity is thinking exactly the way femininity does. So she sees 500 guys who have swiped right on her, and her psychology tells her Oh, my goodness, just like you said, Yo, man, you really, really nailed it. All 500 of these men have chosen me. I'm their Disney Princess, they all want me. So now I can sit back and have the luxury of choosing which of these guys I actually want. And so she writes back to three guys go. Thank you so much for swiping me, I really think you're great. Meanwhile, the guy she's writing to, she's actually his 40th choice out of 500. Right? Meanwhile, the woman's thinking, why did this guy flake on me? Why did this guy not write me back. So as much as men bemoan their online dating problems, I swipe right on all these women and none of them right back. Women are going all these men swipe right on me. And none of them are right for me, none of them will respond. Now, I alluded to how the online dating app companies have made hay out of this. It keeps everybody jonesing for likes trying to get that dopamine rush, nobody ever actually meets each other. And when and if they actually do, God only knows whether they're going to be the people they actually expect to meet or not because they've had so little to go on. So the online dating companies keep everybody addicted to the apps, women because they're trying to get this needle in the haystack, and getting frustrated, man, because they're swiping right on anything that can fog a mirror and wear a skirt and getting frustrated. That's what's going on here. So going way back to the primal stuff. I might be throwing a wrench in your machine here. But hopefully it'll spur on the discussion. It's not that men are the chasers and women are the choosers, it's whoever has the options is choosing. So for example, everybody's saying, oh, all these women, they get online, put a pretty picture up there and everybody wants them. That's in turn only 5% of the female population. I mean, granted with filters and everything else, I'm sure we're going to talk about what complicate matters. All the more everybody can be beautiful. But in real life, if you go to the grocery store, if you go out walk in the park, you're gonna go oh, look at all these beautiful women. It's going to be at best 5% of the biological females you see out there who you would really feel sexually attracted towards. The rest of them are disappearing into the background. What men who are chasing all these beautiful women don't realize is there the 95% equivalent of of men that women are seeing is fading into the background. So along you come and you agree with me 1,000% That 5% of the men are getting all the women and that has never changed. Here's the thing, to quote Ron White, again, sideways for probably the second time in about six podcasts, you can't fix ugly, okay? You can dress it up, you can put lipstick on a pig. Okay? So if a woman is really physically unattractive, she's got a problem. My opinion is about 95% of us as men are average decent looking guys, you know, we get a haircut, trimmer nails, brush our teeth, take a shower, mix in some decent fashion, and we're gonna look great. Meanwhile, most women do not want a boyfriend who's prettier than they are, they will shun that idea. And you know, about two and a half percent of us, God bless our hearts have been hit with an ugly stick. And about two and a half percent of us are gorgeous model quality. George Michael looking bozos like you, okay. So, if a guy does the best with what he's got going on, women will respect that. And if he's what I call a big four man, he's confident he's masculine in the way women define it. He makes women feel safe and comfortable in his presence, and he's got some character, well, then he's going to be on track


to have women who are gorgeous and wonderful go wild for him. But and this is a huge, but he needs more than a split second to get that across. Now, you used to be able to do that that's in the use of could department on match.com. And certainly nowadays on long form sites, which to be completely forthright with you, Joe, I still recommend guys go on like match, if they're going to be looking for a long term relationship, notching your bedpost, you know, do whatever you got to do hack away. But the thing is, the men who are successfully attractive to women, it's not that they have to pursue women, it's that they get to pursue women, I get to call the shots, I get to select the women I'm going to go talk to, I'm going to show interest in because if you talk to the 95% of women who are sexually frustrated, who are frustrated by their relationships, on the women's side, they're saying all men have all the power because if we go in, throw ourselves at a guy or ask him out, we look like a slut. We look like we're too sexually forward. Plus, we as women don't like that. Anyway, we like a man who pursues us who leads, you know, we want to move the moment. And most women aren't aren't seeing that happen. And they're waiting around for a guy to show up and ask them out. And for 95% of those women. That isn't so easy. And here's the kicker, though is 95% of women are still focusing on the 5% of men. So really, it's the same thing on both sides. You know what I mean?

 Joe Buchoff 17:51

I would agree with that. I would agree with pretty much everything you said. I think we agree on the specifics of what's going on the what to do about it. I feel like we have different attitudes, which is fine. It's good to disagree with people, or at least have a different viewpoint. There's a lot to unpack there. I'm trying to figure out which direction to go in.

 Scot McKay 18:10

Well, let me help you out. You said we disagree on some of the fundamentals. Tell me what you believe it's different than me.

 Joe Buchoff 18:16

I wouldn't say we disagree on the what's happening. I think we disagree on the what to do about it, or notice or what it means. One of my views is that if society changes or thing if circumstances change, you either adapt, or you complain about it, but complaining about it is not something that will really helped you. And I feel like I could sit back I could have you know, when I was in Latvia sat back and being you know, it's so hard for me, I've had an interesting life I'm traveling, I might not, I might be a little chunkier than I want to be. But women should like me as I am. And that's kind of what the 95% of girls who are like, well, these 5% of guys should fall over head over heels for me because I'm a princess and they should want me. And I don't I don't think that's a helpful attitude. It's not necessarily an incorrect attitude. But it doesn't get you from no matches to matches.

 Scot McKay 19:08

Well, let me interrupt you real quickly. Because I agree with you 100% On that there were a lot of women out there who are getting bad advice, such that Oh, you're beautiful. Just the way you are. You're You're a goddess. I mean, the dating advice where you're a goddess. I think is

you are. You're you're a goddess. I mean, the dating advice where you're a goddess, I think is incredibly harmful. So I mean, you and I are on the same page with that. I think whatever. So, you know, just kind of as an aside, before you continue, I saw something on Quora where a person asked how do you know if you're beautiful or not? For real? And this person was asking other women. And someone said, Oh, that's simple. post a selfie of yourself on Facebook and say, I'm so ugly. And if people go oh my god, what a bitch. You're fishing. You're hot. If they go, No, you're not. You're beautiful. You're gorgeous. You're ugly. And I was thinking oh my goodness, man, you know that is a one 100% Truth ism right there. So yeah, a lot of women who aren't really in a position to attract men are being lied to. And I think a lot of women really just want to be lied to, because it's junk food, comfort food in the moment without really wanting to do anything about it. And this, of course, leads to the proliferation of dating advice, where you whisper two simple words in a man's ear, and he drops everything and loves you for ever. And that's, of course, not true. But anyway, you're right on the money continue, you're onto something.

### J Joe Buchoff 20:26

Sure. So I believe as a man, it's our job. If we want to get something to do what is necessary to get it, I feel like that's a it's not a like an objective truth. But it's a helpful mindset, it points to the right action. And so if I want to get more dates, I wasn't, you mentioned that I was really attractive. And that's something that I worked on for a long time I got a My friends a fashion coach, I actually work with him partner with him, I created a guide for all my photoshoot clients on what to get and where to get it to look great for the photoshoot. And also you'll get the clothes to wear in everyday life as well. And your fashion will be instantly upgraded. And he specifically helps guys to get their fashion on point to attract women not just look good, but also specifically to attract women. And I paid for that I worked on my body, I hired a trainer and I worked on my physique I worked on my grooming, I did a lot for myself to get from where I was to who to where I am now, I actually did an interview with somebody else, specifically about my weight loss. And he showed he posted up photos of who I used to be and somebody was like, Man, this guy went from a two to an eight. And that's, that's kind of that's, that's true. So like, sure there are obstacles and everybody's paths. And some of those obstacles are more easily surmountable than others. And some of them might be impossible, though, I don't like to use that word, because it might just be a lot harder for some people. But I do believe that if there's a will, there's a way and so if somebody wants to be like this, this like Leo DiCaprio look and dude, or at least him when he was a little younger than they can be, to an extent. So there is, I would say, like, as a man, if I want to get girls number one is to maximize self out. And part of that on online dating specifically is to max out my profile. And the number one mover on a profile, I would say pretty much the only mover are your photos. And we talked about this before in the pre interview, as you called it, most guys, I would say if you were not them, but if you were to rate their photos, their photos are one two, or three out of 10. And that's not a that is a bad thing. But it's not like it's not there's no shame in that. Because girls go out and take photos of each other. And every single girl is pretty much an amateur model and an amateur photographer, at least. But guys, like we don't really want to be needy, or we don't want to like be the weirdo like, I'm gonna take photos of me everywhere I go. So we tend not to be great at modeling, we tend not to be great at photography, unless it's something we study specifically. So what I like to say is, most guys, like you said, I would say are average maybe a bit above a bit below. And so if you're a five as a guy, what your photos are to the instant you max out your photos, it's no longer a bottleneck, you're not going to get matches like a 10 If you're not a 10, but you'll get matches like five. And that's more than and I would say if your photos are amazing, you might get matches like a six or a seven. And that that can get the dates trickling



in and can get you at least somewhat satisfied. As you work on yourself, you get more matches and more dates. And then after you've worked on yourself a little bit, you get more photos. And then at that time you're a seven or you're an eight or nine, and then you get more and more matches and your top 5% guy.



Scot McKay 23:49

Now see that's all well and good. But to go off what you said about how when times change, men need to adapt in order to succeed. I'm going to go completely off the board on my humble opinion. Maybe it's my Eric and opinion either way, is that mentioned to stop burying their nose in their smartphones, get out from behind the frickin computer and go out into the real world once again, and meet real women in real life. Especially post COVID where everybody's social muscles have atrophied and become an agent for being warm and light and drawing people out again, because I've already seen firsthand women become addicted to you when you become that guy in their life. I think I think we're done with online stuff as being predominant. And we should just go out and meet people. I think we've been cooped up too long. What do you say about that? So I would say



Joe Buchoff 24:42

I would agree with you. When the first part of what you said, going out and meeting girls in real life is frickin awesome. And I would not if one of my clients said like, Hey, I'm only going to do online dating and not talk to girls in person. I'm like, Well, are you getting enough matches to be happy? And they're like, No, that'd be like no what you should I do both. I think the ideal is, you build that muscle and you get past that fear and you build those social skills and you're able to go and approach women in everyday life or go to social situations and make lady friends and then you turn those into relationships. The main girl I'm seeing right now I actually met her. So I organize carry out private karaoke room every month. At first it was for photographers in Austin. Now, it's private. And I invite people to a group because I want people that I like their energy. And I don't want just any random stranger and I have enough people coming, I don't really need everyone to come. But at first, it was just photographers, and she came to every single one. And we just kind of hit it off. And you know, we see each other on a regular basis now, which is pretty freakin awesome. So I wholeheartedly believe that it's important to be able to talk to women in everyday life, there's a lot of skills that come with it, and a lot of insecurities that you confront and surpass in the process that you don't confront or surpass with online dating. Online dating, I believe it's best place is as one source of dates, not necessarily the only source unless you're top 1%. Man, you have too many people messing with you to to handle, then I would say only do online dating because you can't handle you know, it's too much time or whatever. But for most people, I would say online dating is one source. And it's a great source. Because it even I would say it even supplements in a great harmony with if you're going out and talking to girls in person. But you know that you have five girls that just gave you their numbers on online dating, you're not going to be as needy and you're going to be more charming and more non needy and more secure when you talk to those girls in person in everyday life. And the other way around, too. If you're talking to girls in person, and say like you don't get matches for a few days, you're not going to be like oh damn, what do I do? I'm gonna buy like five boosts. Oh, man, and then you're gonna be like, no, like, I'm about to go out to talk to girls, I usually get a few numbers. So it's not a big deal.





Scot McKay 26:53

Yeah, the rich get richer. When you're attracted to women. You and I are on the same page. I believe online dating is an arrow in your quiver. The problem is, I've been happening across online posts and articles, talking about how to do better at dating, and how to meet the right woman meet the right man. And they quite literally only talk about online dating, as if, as if it's the only way to meet women nowadays. And of course with the me too and talk about toxic masculinity. A lot of guys are just flat out horrified even go meet women. It's very frustrating. But really, the catalyst for my opinion there that I gave a few minutes ago was you simply saying you gotta man up and do what works. You got to reinvent yourself, you got to go out there and make it happen, Captain. So one of the things you just mentioned that I thought was very interesting is this idea of once you have a few successes in your life, you're not needy and clingy anymore, which of course makes you inherently more attractive. Hence why I said the rich get richer, which these guys have heard me say before around here. It's very frustrating to guys who aren't there yet. But indeed, if I have a few women, I've met online, and I know they liked me, I have what I call to Bonanzas Joe, which is a concept whereby if you can get to women who really are your type, who are your top choices, to adore you and like you, you're gonna think, well, you know, I'm all sad. If it's one, it could be a fluke. But when the second one shows up, hey, you know what, not only do I have a fallback plan, but hey, I must actually be attractive to women. So when you go talk to the third one, you're far, far less insecure about rejection or bothering her or anything like that, because you've seen it work in your favor. And of course, if you get a couple, three women online, to be attracted to you, and you go out on a date with them, and it works out pretty well then you'll be empowered not only online, but offline as well. So you and I are on the same page here. Let's talk specifically about your pictures, you know, because this is what you do for a living. I gotta be honest with you, Joe, I took a look at your website. And the very first picture is a guy with his shirt off. Basically, you also have a lot of pictures of men drinking and a lot of guys who look very douche and all three of those particular portrayals have come under a lot of fire from other dating coaches, and people who give advice in this arena saying those are things you don't want to do your shirt off pick for some reason, women just roll their eyes and go Why are you trying too hard, even if you have great abs? The second one, men drinking so many women have had such horrible run ins with alcoholics. That is just a huge red flag up front so you're probably better off avoiding it. And then you know, I guess the douchebag part is really very debatable. I think douchebags do get women but I think they tend to get very superficial women by virtue of being douche I think the women who are down to earth girl next door women of character roll their eyes at guys who look like that, but then again, they may also excuse it because hey, it's just picture, and he's trying to look good, what say you?




Joe Buchoff 30:02

So there's a lot I have to say on this. And this is one of the subjects I love to cover, because it's something that I can help guys with that they're very few others helping them with. I think the advice you gave, it comes from a good place. And it makes logical sense, which is why I think people talk about it. But the data shows completely otherwise. And it's similar to advice of like, oh, you're a goddess don't look like a douche. You know, it's the male equivalent of that, I think.



Scot McKay 30:28


Let me interrupt you for a second and put the show on the other foot. Do women who portray themselves as more beautiful than they really are, and present themselves and talk like they're more beautiful than they really are? Get more guys or not?

 Joe Buchoff 30:42

I'm not entirely sure what your what you mean by that?

 Scot McKay 30:46

Surely, you've met a woman who really isn't all that. I mean, you're looking at her and looking at how other guys respond to her and going, Hey, gentlemen, the Empress has no clothes here. She's got all that. But she presents herself like she's beautiful. She talks about how beautiful she is. She gets online and talks about beauty and being a goddess. And I'm so wonderful. And men love me. And you're looking at her. There. This is just annoying.

 Joe Buchoff 31:14

Yep. 100%. Yeah. So there that's in my experience, girls like that usually are saying that to compensate, or more so probably internally to make up for the doubt that they have?

 Scot McKay 31:26

Well, I'll tell you what else, it seems to work spectacularly for them. Except on me. I can't stand the hell out of me. But it seems to work well, for them. It seems like guys do give them the attention. And they become more sought after. So is this kind of the male equivalent to that? You're talking about? No,

 Joe Buchoff 31:45

no, I what I meant by the male equivalent, not in a one to one thing, but in a very common piece of advice that I don't think is helpful.

 Scot McKay 31:54

Okay, so as things changed, and the old advice was better back in the day, or is it never been good advice?

 Joe Buchoff 31:59

Sure. So number one about shirtless photos. I would say for most people, including me, shirtless photos, not a good idea. The times when a shirtless photo is a good idea, whether you're looking for a relationship. which also ties into the third one about being a douche.

Whether you're looking for a relationship or a friendship benefit, or just notches in your belt, having your shirt off if you have great abs is an awesome strategy because it inspires lust from women. I have been lean to the point where I had washboard abs I'm not right now I've let myself go a little bit. But in my experience, because I also used to be 100 pounds heavier. I alluded to the fact that I was a lot chunkier. I was 100 pounds



Scot McKay 32:38

is a chunky dude. Like you went from fluffy or almost DM to like being slim. Yep. Yeah, that's a huge weight loss story, dude.



Joe Buchoff 32:47

Huh? Yeah, that's what I alluded to. I used to be like a two out of 10. And now I'm like an eight out of 10. So I mean, other people say it. I'm not the one that said that. I wouldn't rate myself like that. But why not? Well, I actually it's funny. Quick aside, I, my mind kept thinking I was fat for two years of constant compliments on my body. I was like, Oh, they're just lying to me.



Scot McKay 33:12

Yeah. In your mind. You're still a fat guy. Yeah,



Joe Buchoff 33:14

it took two years of everybody at the gym, and my friends. And everybody be like, Oh, my God, you're so lean. Like, what's happening? This is awesome. It took two years of that for me to be like, they might be right about that. So yeah, I've been there. 100% I've been objectively I would say ugly, and I've turned it around. But to go back to the other part, this is a scene and Captain America in the first one where Peggy Carter first sees Steve Rogers when it comes out of the Vita pod. And he's like buff as fuck. And that was the first time the actress saw Chris Evans with his shirt off. That's who he is, might have been CG enhanced a little bit, but he's still buff as fuck and very lean. And he had to train for the movie extra. So he was looking amazing washboard abs, probably not much enhancement that you see on the screen. And she in the movie, reached out, almost touched his abs and then caught herself. And that was actually not scripted. She said an interview later that that was her genuine reaction. And that's what that was a moment of lust from that actress towards Chris Evans because of his abs, abs or something. Leaping lean and muscular is something that is that girls can't control themselves around. And this is my experience as well as other guys who've gone through similar weight loss experience across the board. Girls just giggle around them. They want to touch them. They just like you know, walk by and rake their hands over his over over your abs. That's why I like saying if you have great physique, have a shirt off, it's something that women will vehemently deny because it makes them look like a slot if they're like, oh my god, I totally swiped right on that guy. It's not something they might they be comfortable. telling somebody that they don't know very well. But they might say, Oh, that's so douche. But behind closed doors, they're gonna swipe right.



Scot McKay 35:07

What about men drinking, you have lots of pictures of that.



Joe Buchoff 35:10

Sure. So this is the caveat, I would say, I don't have any because I don't go to bars. And I don't like to drink. I do karaoke. But even when do karaoke, I don't want to drinks, I would say, if you're a guy that does go out to bars every now and then or likes to go out on the town, having one on your profile shows that you're a cool dude that you'd like to have fun. But I would agree with you, if you have more than one of you going out to bars or having a drink in your hand. That's pretty suspect, I would say one Max, in my My opinion is that it makes you look fun and makes you look like you're not a total shot. And I



Scot McKay 35:42

think that's fair enough. But I think if you avoid it all together, that's probably just as good.



Joe Buchoff 35:48

There are other ways to show the same thing. I wouldn't say it's mandatory, it's definitely not mandatory. But it's an easy way to show that you'd like to go out and have fun. There's other ways to show that and other photos that you can get that show the same thing.



Scot McKay 36:00

You are obviously specializing in taking solo photos of men, lovers, you get a photoshoot with a guy. And he picks a photo or two out of the photoshoot and puts them up there. I would say most definitely on an app in particular, the lead photo was the most important one, and that should be one you took. What other kinds of photos do you say a guy should put on his profile?



Joe Buchoff 36:24

Sure. So the only reason I don't have too many social photos in the photo shoots I do is because logistics I have had my clients invite friends and then be in the photos. But that's often not possible because of logistical purposes. Sometimes I've invited one of my friends to stand in for a photo. And so there are times I get social photos, I think if you have a social photo, one of the common issues is for you to either look shorter than your friend or not look like the center of the photo. Or for it not to be clear which one you are. And I would say a really good way to combat that. It's a photo I like to take often, if you have a photo where your friend, you and your friend are facing each other either having a drink or playing chess or doing something where you're facing each other. And the photographer, either your friend, either a third friend or me or somebody else takes a photo over your friend's shoulder looking at you, then it still has you front and center in the photo. So it's not confusing which one you are. And it also

makes you look like a king or like taller than your friend or like the more important one and you don't even necessarily see your friend. And that's one photo I really like to get because it corrects all the mistakes that people usually make in social photos.



Scot McKay 37:44

I think that's great advice. I've often said you don't want to be alpha'ed in your own photos by some other dude. So you just solved it. Fantastic. I know you wanted to talk a little bit more about being douchebag and your photos or even being douchebag in real life. Let's face it, man, douchebags get pretty women. Yeah, 100%



Joe Buchoff 38:02

ox. I think there's a really great distinction I like to make about something related that will paint this picture for you. And a lot of it is related to girls will say they don't like douchebags, but then behind closed doors, so swipe right. There's in the old pickup community as a whole idea of nagging. And I don't like the idea of nagging. But there is something extremely similar that looks almost the same to somebody who doesn't know too much about social interaction. That is amazing. And that is teasing. And I feel like the difference is really the only difference is the emotion behind it. When I'm teasing a girl, I'm not trying to knock her down a peg. I'm trying to have fun. I'm trying to what they would call on the game, self amuse. I'm trying to make a joke that makes me laugh. It's almost like and I don't remember who said this, but somebody said this and I want to give them credit. But you're it's almost like you're that girl's older brother. And you're just like teasing her playing with her. You're not trying to hurt her.



Scot McKay 39:04

Yeah, that would be David DeAngelo the bratty little sister Okay, yeah,



Joe Buchoff 39:07


I really liked that dynamic. And that's the same dynamic as what some would call a fuck boy. And something that women go like they cream for is a fuck boy with the soft side. And you can't go skimpy on the soft side, but the soft side is something they earn when they get close to you. All



Scot McKay 39:25

right, let's stop for a second. Alright. Douchebag defined in my mind, what I'm asking about here is a guy who thinks he's cooler than he really is. Yeah, that's not good. The reason why Dr. Error is lost to a guy who is a turd sandwich. And the Pennsylvanian Senate race is straight up. He's a douchebag. He thinks he's a lot cooler than he really is. But those guys still get women. Like everybody I've ever met who drives a Porsche 911 is a douchebag unless a racing one like Paul Newman. Okay. I mean, just you're trying it. You think you have just an inflated sense of how cool you are. Meanwhile, the coolest guy in the room is the guy who makes everybody else


around him feel cooler. So when you're talking about teasing women and bringing out the playful in them, and not being intimidated by them, I don't think that's douche at all. I think that's downright attractive in the most primal way possible. So I agree with you 1,000%. I mean, I've done entire master classes on how to banter with women in a way that makes them laugh and feel comfortable and teasing them is a lot of fun. I mean, you mentioned nagging, a lot of guys misconstrued, the old mystery Method Idea of nagging to me and you're going around insulting women, which doesn't make them feel safe and comfortable at all, which is the big problem I had with negging. It was too poorly defined and too poorly explained. And guys were widely misapplying it. So if you're going around insulting women thinking women are going to be interested in you. Assuming you have any social wherewithal at all, and any good looks about you, it'll be douche otherwise, women will just roll their eyes and maybe even call security on you. But it seems to me these guys who go around thinking they're so cool, you know, with their faux hawk hairdos and doing duck faces into the camera and posing next to their five Rolls Royces or whatever. They're all getting women. And I mean, some guys gonna say, Well, if you have five Rolls Royces it's done for you. But I mean, I think you know where I'm coming from. It's the attitude. And it seems like some women or a certain ilk of women really do go after that guy.

 Joe Buchoff 41:29

Yeah. And that's the girl you want more power to you?

 Scot McKay 41:32

Boom. Okay, thank you.

 Joe Buchoff 41:35

Yeah, if that's the kind of woman you want more power to you, I think that we I'm glad you defined what you meant by douchebag. Because we were I was thinking something different. My, when I when I think douchebag, or like, in the way that you said it, I would say pretty much every girl, or at least every girl who's secure in herself, wants a guy who is attractive and knows he's attractive, and not somebody who thinks he's more attractive than he is. But a guy who's confident like I, at this point, know, I'm pretty attractive. And I know my strengths. I know my weaknesses of which I have many. And I'm, I'm very confident in that. And I'm not going to act like I'm not going to overly self deprecate. I'm not going to just be like, Oh my god, I'm so sorry. I'm a confident guy. And so I come across, especially the way I dress. When you first saw me with the hat backwards on my head, I come across, which is very purposeful, like a fuck boy with a soft side.

 Scot McKay 42:27

You know, you said you were 30 on your 31st birthday. Yeah, stop doing that. Shuffling.

 Joe Buchoff 42:33

 JOE BUCHOFF 44:03

I have a lot of friends who are in the mid 30s, who have a similar vibe, I think it does need to change, it can't be exactly the same. I can't look like I'm a guy in my mid 20s. But like I have a leather jacket, I wear a chain on my neck, I have bracelets and earrings. And I think for a certain like, you can let that go into your 50s and 60s if you want to. There are a lot of guys, I've taken photos of who have a really cool vibe. And they're older. I've worked with people from the early 20s to my oldest client who is 70. And I've helped them get matches more matches and dates. So I had a guy on an interview I did recently and he mentioned a phrase I really love. And he said that for women, you need to like when you first attract a woman attraction is more important than comfort. You can't have zero comfort or she'll be really nervous meeting up with you. But attraction, you can't you can't go skimpy on the attraction or she's not going to see you as a sexual prospect. The closer you get to a woman, the balance changes need more comfort. And attraction is less important. But at first, and this is where when somebody's swiping right on you, the most important thing is attraction. And that's where the fuck boy comes in the fuck boy look, which should be adapted. If you're older, it will look slightly different. But that is maximizing the attractiveness which will get a girl that want to meet up with you and as long as you have enough comfort on the back end in a workout. And then the closer you get to her, you can show more of your soft side.



Scot McKay 44:03

Well, the raw attraction visa vie the comfort, in my estimation that can all take place within 15 seconds. It's not this long, drawn out process. So yeah, she has to think oh, here's a guy I find interesting from a boy girl perspective. And then as soon as you can make her feel safe and comfortable with you. Well, the sooner the better. But again, you know, we're applying all this to the crucible of online dating, which is a very cruel, sharp edged sword in terms of you having a split second to impress this person with your looks. So I see where you're coming from. I think that's all well and good. His name is Joe book off. He is the head of dating unchained up in Austin, Texas. And he will do a photo shoot with you maybe give you some advice on how to do your photos. He will fly to meet you. You can fly to meet him if you happen to be in take us as both he and I are well. You're in luck. He's right here in Texas, just like I said up in Austin. And I've set up a special URL where you can see examples of his work and book him for a photoshoot. And that's at mountaintop podcast.com front slash photos. p h o t o s. Now what the heck, I'll put f o t o s up there too, if anybody's you know, nostalgic for the old days with photo Matt and so forth. Anyway, Joe, thank you so much for joining us today. This has been a very interesting discussion and I daresay a good



Joe Buchoff 45:24

one. Thanks. My pleasure. It's been great. Yeah,



Scot McKay 45:28

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