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📅 Thu, Jan 26, 2023 6:24AM ⌚ 47:27

SUMMARY KEYWORDS

women, online dating, people, mountaintop, bumble, nick, agree, man, real, talk, apps, swipe, putting, world, dating, find, tinder, single, match, social

SPEAKERS

Edroy Odem, Nick Sparks, Scot McKay



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 00:18

All right, how's it going, gentlemen, welcome to yet another episode of The World Famous mountaintop podcast. As always, I am your host Scot McKay that's at Scot McKay, on Twitter and on YouTube and on truth, social and just about anywhere else you can think of with the exception of Instagram, where I'm real Scot McKay at real Scot McKay, that is the website is mountaintop podcast.com. And I have invited you guys all kinds of times, about 100 times now and I will do so 100 more times. Join us at our Facebook group, the mountain top summit on Facebook, where you'll find a group of like minded men, we're having a whole lot of fun there. Man, let me tell you something, just this week, I found myself getting hit with posts from other so called men's groups where the guys are just complaining about their wives and just talking like homeless people. I'm hurting real bad man. And then just guys given them bad shade tree advice. We do not do that. At the mountaintop Summit, we celebrate being a man we celebrate women. We look at pictures of pretty women, we talk about what we're doing to get better with women, what our plans are for the weekends, and we help each other out and it is 100% positive all the time, you should join us. It's something completely difference, as Monty Python once said, speaking of which, I have a guest with me today, man. I think this cat and I go 10 or 12 years back. He's a good guy. He actually is one of the OGS working in this space of men's dating and relationship advice. So he knows what he's doing. He's gone under several different brands over the course of his career, but almost all you guys probably know him if you've been around the block. He is of course, Nick sparks nowadays from sparks of attraction living well, probably about 45 minutes north of here in San Marcos, Texas. Nick, welcome back to the show after a long hiatus, man.



Nick Sparks 02:13



NICK SPARKS 02:15

Hey, Scot. It's great to be here. Thank you so much for having me.



Scot McKay 02:16

It is indeed great to have you here. And I'll tell you what, I'm excited about today's episode, because, you know, some guys have gotten on me in the past, say, Hey, Scott, you know what? Why do you drink? Why do you roll smoke, but after they're done with that, they say they get on the saying, hey, you know, you agree with your guests way too much. It's always just kind of a big old group hug on your show, especially when my wife's on board. But you know, my wife and I are in a perpetual group hug all the time. Anyway, that's probably a little bit different. So I know you're a reasonable man, I agree with you. And you know, other way around on almost all the dating advice we've ever given. Now, lately, however, you've been on Facebook, kind of drumming up some support from guys for really being bullish about online dating again, you know, maybe you haven't ever really lost that really bullish approach towards online dating. I don't know you and I haven't talked for a couple years here. And I was a little surprised by that. Because you were kind of talking like, hey, you need to get online, you need to be meeting women online guys, this is where it's at, it can work for you. Meanwhile, I have historically been the guy who's the biggest champion probably in this entire niche for online dating except for the likes of guys like Dave em, you know, insider internet dating and raised a priest in those guys who built their whole practice around online dating, of course, but amongst your dating coaches who talked about things other than online dating, I met my wife on match. I thought online dating was the greatest thing since sliced bread to this day. I have a very specific method for teaching guys on long form sites like match.com, how to find the exact kind of woman they want, you know, I call it the projection profile method. And it works like gangbusters, especially for guys who want to find a woman. But I'll tell you what, over the past 10 years, I have a very different view of what's happened with dating apps and the entire landscape of online dating in general than you do. And that's going to be what we're going to hash out today we're going to talk about the current state of online dating and I think you and I are going to disagree a little which will be music to some of these guys years, but in a friendly way. And I'm gonna go ahead and reveal something to you right here right now Nick, I'm kind of hoping you change my mind you know, I'm starting to become the Get off my lawn guy as far as online dating and really being a pain in the ass about it. They can guys should more now than any other time in history, get back out there and meet women in the real world again, I know you don't necessarily disagree with that, but you're still kind of the mindset that guy should start out with online dating, so I'm going to sit down, be quiet. And I'm going to let you lay out your entire thought process for the state of online dating right now and what guys should be doing. So go for it, man rip away.



Nick Sparks 05:11

So as a general overview of my feelings on this subject, I agree that guy should be going out there into the real world into social situations calm,



Scot McKay 05:21

and you know, fine, you're already agreeing with me already agreeing with anyway,

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Nick Sparks 05:27

I feel that one of the best ways that we can improve our in person skills, our ability to have success in the real world social situations, is online dating, being able to set up a date for every single night of the week is gonna get you far more practice, on your conversation skills with a woman who's interested in talking with you and attracted to you, it's gonna give you far more practice, on on being able to communicate and express yourself sexually, because you've got this willing participant who is wanting you to do so. And so yeah, compared to going out to a bar, for example, and maybe there's a single woman there, and maybe she finds you attractive, and maybe she is interested in talking to you and you have a chance to work on all this stuff and get better versus online dating, you can guarantee that any single night that you could possibly want.

**Scot McKay 06:24**

Now see if this were 2010, I would agree with you, we'd be on the same page. I just think the landscape has changed, things are different now. And insofar as online dating being this bonanza of single women, you know, they're all single, hey, I'm on record many years ago, being in total agreement with that premise, you know, from the perspective of hey, this is like, when you were in high school, or in college, you just had a sea of single women around you all the time, and you were immersed in that environment. And as I'm sure you know, as a longtime dating coach, Nick, a lot of guys graduate from college, a lot of women graduate from college and get out there in the real world and go, Man, this is freaking lonely. I just don't have all these girls around me anymore. And they go to the gym, and women are all looking cute in their yoga pants, but they're all wired to headphones, and they've tuned everybody out, or you go to other places and women just seem too busy, or are they single? Are they married, I fully get all of that. I'm not necessarily sure things have gotten easier in terms of meeting women in the real world. The problem from my perspective, and by the way, we'll talk more about that in a minute. But from my perspective, the problem is online dating has gotten a lot more complicated, a lot more difficult. And the ROI that's there for both men and women in general, is just greatly diminished. Now, here's what I see is having happened. First of all, when the online dating apps came out about 12 years ago, you know, the first iterations of Tinder and whatever, I really think that's when things started to go downhill. It kind of coincided with the rise of Twitter, and Facebook really gaining traction, people started conflating social media with being social. I can like a couple tweets, I can retweet somebody, I can like a couple Facebook posts. And you know what, I've kind of fulfilled my friendship duty with that person for a while, I don't actually have to sit in front of them, talk to them. A couple years later, I was starting to see, you know, Generation Z kids sitting together at coffee shops, and they all have their nose buried in their phones, even though they're sitting in front of each other. Now COVID hits, and we are robbed, okay, that's the word I'm going to use have the opportunity to go out and be social. People. Social muscles have atrophied people have been trained to really be more dependent on online resources than ever. And here's the kicker, Nick, okay. I think the online dating companies, the people behind the apps, the people tweaking the software, even on the long form sites, were able to engineer their audiences user experience, from a social perspective to the point where I think people are serving the apps and the dating sites more than vice versa. You don't ever see ads anymore. Where Hey, you know, we saw 10,000 couples get married who used our platform last year. Nowadays, they figured out they being the online dating companies, the powers that be over there, have figured out hey, you know

what, we can keep people addicted to this platform. All we need to do is keep people extremely superficial. Like Like, like on a bunch of people always kind of looking to raise the bar if they can maybe there's something more out there. The psychological purpose then becomes focused on accumulating likes rather than actually meeting someone Right. And then with the advent of being able to filter once pictures, and having such a short freakin attention span in terms of what we're actually gathering about the people we're theoretically going to meet before we meet them, even on the off happy chance that we actually sit in front of someone and talk to them. They're rarely the person we thought they were going to be. So I'm hearing a lot of frustration, even from really, really sharp men and women that they're just beating their heads against the wall. The guys are swiping right on anything that can wear a skirt. The women are thinking they've been chosen by 200. Guys, they get all picky. And then when they write two or three guys back little do they know that those guys, you know, see this woman is their 200th choice and they're not writing her back, then it becomes this circular cycle of frustration and mean while Okay. people's social muscles have indeed atrophied. And what we're seeing out here, at this point in history, when we're recording this podcast, which is right around New Year's 2023, is people are starving for social interaction in the real world. We're all back in the real world, the masks are off, people aren't fearing COVID anymore. But we've just forgotten how to be social. Meanwhile, you have women who are dying to be social and have nobody social to be with. And my new focus visa vie online dating and meeting women in person. Okay, is why not be a one man crusade against this, this post COVID flakiness and this atrophy of our social muscles take just the slightest risk, be warm and friendly to someone and just watch them perk up going? Yes, yes, someone's talking to me. I think if you're that guy, more now than ever before you have zero competition out there, even talking to women, let alone asking them out. So that's where I'm coming from. I know that was a lot. But I want you to riff back at me on everything I just said, let me try

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Nick Sparks 11:58

to start at the end and work my way backwards. I might miss a couple things, which please remind me. But I'd say first of all, I agree with the last point you made completely it is easier, I'd say to strike up a conversation in real life and stand out from from so many other other guys who aren't doing that with the social much muscles atrophied with so many women out there really looking for this connection and really being very happy and welcoming, and probably ways that I've never seen before, before all of this stuff. So yes, completely agree on all of that. But now when it comes to the the online dating, which again is the fastest way that I can improve your your in person skills, so that when you do to strike up that conversation at the bar, you are very confident you've done this before, you're going to have a much greater chance of success than if you hadn't. And gosh, you said a lot about it. But if I could kind of sum up my reply to it, I would just say that, it sounds like Well, first of all, this sounds like your perspective on it. And it sounds like the perspective of someone that hasn't been online dating more recently and more kind of looking at it at from this theoretical cultural perspective. And, or if not, that, it sounds like the perspective of guys who just, you know, through trying their best, but maybe just not really knowing what they're doing as well. Because this is so new, because we're all just kind of figuring it out. But guys who just don't do it very well. And then instead of looking at themselves and saying, like, Hey, I, I you know, I could improve this, I'm doing these things wrong, I could get better. They just blame the platform. They say oh, you know, online dating people just want the likes and they just want the attention but they don't actually want to meet up in person. Whereas if you take all of the guys that I've worked with, and and actually taught them kind of step by step how to do this right, that doesn't match their experience whatsoever they find and especially me going on dates, talking to a lot of these

women that I meet through online dating it perfectly matches my experience of working with guys where women will tell me and show me their their interactions with guys online guys profiles, and just the messages that guys are sending. Where these most men just really have little to no idea of what they're doing. And and these women who are like desperate not desperate but very much wanting to go on dates and in real life. Sure, why not starting to go on these dates and beat up in real life for all the reasons that we just talked about. But they're finding it hard to find guys who are actually putting a decent version of themselves forward in these apps. So for the few few of us who actually do, it's ridiculously easy. guys talk about all of this competition, she's getting 300 messages and 100 likes a day or whatever. But when you actually listen to women, when you look at their experience, and you look at the experience of guys like doing it, right, you see that there's no competition that all of the likes are just like, dick pics, or like, you know, send Me Nudes or like, want to hook up? Or just like, yeah, not even trying to talk to them, like, you know, normal human conversation, when in fact, that's half the battle is just being normal, just acting like a normal decent guy is gonna get you farther than you could ever think, on these apps. And so yeah, for any guys, I find doing it right. It's what you're talking about these theories that you're putting out there don't match the real experience of the men I work with? Or the the women who are on it as well.



Scot McKay 16:23

All right. So there's a lot to unpack there. I think everything you just said is well spoken. And you've got several good points there. I'd say everything you said is a fantastic point. First of all, to che, I have not personally done any online dating in 17 years now, I have been hit with that one before. But I have been immersed in the process, I would dare say if I were unleashed, unfortunately, if that ever had happened back onto an online gaming platform, I would indeed crush it more so than I did when I was single. Because I'm just immersed in it. I will also echo your sentiment that when guys work with me, we sort this out. We give them the magic they need to go out there and make this happen. And I will absolutely agree with you that when guys get this right, in this day and age, particularly they have less competition than ever before. Because you're again stone called correct that men have no clue how to attract women, guys will never ask questions. That's why I love and appreciate and respect everybody who listen to this show. And who works with you, Nick, because these are the guys who are actually asking for directions. They're going to get better, the rich will get richer. It's the guys that go I got this handled. I don't need anybody's help who are stuck with all their problems for the rest of their life, because they're not coachable. And I know it was a breakthrough for me when I finally started listening to guys who were good with women and putting some of that stuff in practice, you do get results. Isn't it interesting to kind of piggyback off something you just said? How guys either have zero confidence and project themselves in a very weak willed anti masculine, clueless way with women? Are they think they're automatically God's gift to women? Hey, send Me Nudes. Let's go hook up and women are rolling their eyes at all of these guys. One of the things you just said that I had to kind of restrain my laughter because you hit the nail on the head. So completely Nick was this idea of just being a normal dude. When I released my program, female persuasion, and I talked about how to make women want to go out with you. I shouted from the rooftops. The one thing I have absolutely never heard from any, you know, mainstream pickup artist who's trying to peacock and stand out and use pickup lines and sexual innuendos is helping the woman feel comfortable that you're actually human, that you're actually a real dude that you're actually not a weirdo, creepy guy. And I called it establishing normalcy, and it raised people's eyebrows, guys really well that's new, that's kind of original, I'd never heard of that before. I'm like, go figure it kind of ride with deserve what you want be the kind of person, the person you're trying to attract is actually going to be

attracted to in return. And people are like, that's really novel. Well, because it's not selfish. It's not something that sounds fantastic. Like there's this silver bullet attached to it. Or there's this neat little approach where you whisper to words into a woman's ear, she spreads her legs. It's not an easy button. It's, hey, present as a guy who is going to make this woman feel comfortable and have some confidence in her such that you inspire her confidence. I think that's absolutely the right way to do it. My comeback is, do you ever get the chance? In the swipe right world? You got to split second to make a first impression with the right picture. But assuming that men still get to lead and that we can swipe right on a woman and message her first in other words, some platform other than Bumble, right, I'm suspecting You don't advocate Bumble any more than I do. Like you're on hinge or god forbid, Tinder hinges pretty good one, you get a slightly longer form narrative to kind of hopefully connect for real with someone on a on an app like hinge than you would on some of the others. But let's say you write the right things to a woman when you message her. Hey, you know what that is? That's the secret sauce. I agree. getting guys to the point where they're confident in doing that, and also actually getting the attention of women in this Oh, man, God forsaken flaky world. I mean, I did a master class with guys, Nick, where we just talked about how like, there's this zombie apocalypse going on post COVID, where people just lost their minds. I think it's clearing up a little bit, compared to like, six months, or a year ago. But I'm talking like people just being brain dead, like people, you're putting your groceries on the conveyor belt and the guy behind you to start putting his groceries on the conveyor belt right behind yours. And you have to turn and go, Dude, I'm not done putting groceries on the conveyor belt, you know, I'll put a little bar between mine and yours when I'm done. And then they look at you like you're the problem or like, people running red lights, I missed this, like, oh, man, people were just brain dead. And then people have gotten flaky, they don't do what they say they're going to do. They forgot what they said they're going to do. And this is reflected in talking to women, setting dates with women, you writing to women, and she responds and goes, Hey, you seem nice. And then crickets. And here's the concession I'm gonna make whether you're online or offline, you're gonna run into that. Okay, I do think it's clearing up a little bit. But I'm intrigued by what you said about helping guys master crafting those messages to women that separate them from literally a group of zum Besant guys who don't get it, I'm intrigued. And my interest is piqued by the concept that guys will have less competition than ever before. If they get that piece, right, you're starting to win me over on that one. But anyway, yeah, just one more important thing before I go ahead and let you continue. I'm not completely talking out of my ass, because I'm just opposing fictional things that, you know, I haven't experienced myself, I do work with a whole lot of guys. And what drives some of my opinions here is a simple fact that I'm seeing guys who are doing well with women offline, and who have a lot going for them and have no reasonable excuse for not doing well online, just just beating their heads against the wall. I mean, it's worse in places like New York City, or Southern California or the bay area than it is in other places. But it just seems like I said up front, the ROI is harder to achieve. And that's based on real world interaction with real guys who were really deserve great women already. But like I said, I'm intrigued by this idea of going the extra mile to make sure you're first messaging is absolutely spot on to talk about that a little bit more what you guys be doing?

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Nick Sparks 23:09

Well, first off, before I go into the messaging, I have to push back on your criticism of Bumble because it's right up there with hinge in terms of one of the two apps I recommend most agree with you on hinge absolutely love it. Tinder is trash, you might as well go on Craigslist to find someone I find Bumble is one of the two best terms in terms of quantity and quality of women. And in the ease of getting dates and setting up a lot of dates. Bumble is great. And the whole

women go first. That's complete nonsense. It's what it does. Here's one of the reasons why I love Bumble so much is specifically because of that women go first. Because when it's not like they're starting the conversation 99% of the time they say hi. And then it's still up to us to basically do whatever we were going to do anyway to start this conversation to lead this conversation. What it does do for us though, is let's say compared to Tinder, right, let's say you match with 10 people on Tinder and then you try to crap because guys have to go first, you try to like put in all this effort to not all this but a decent amount of effort to craft a good message, and then you send it to her and then you might get a response back 50% of the time even being generous a lot of those are just going to fall off because those women were probably swiping when they were drunk or something and then they have a chance to reevaluate with their with all of their, you know, stuff going on in their head and their criteria. And they say you know not not for me or whatever or I'm actually dating someone I shouldn't have even done this app. So you're gonna have a lot of follow up posts swiping but in that case on the traditional apps where guys go first, quote unquote, is, is that you're putting in all this effort upfront to craft these messages, a lot of put a lot of women that are never going to respond back to them. That's a waste of my time. That's a waste of my energy. Or isn't Bumble? Yes, you're still say you match with 10 women. But now those women have to send an initial message. And yes, most of the time, it's just a high. But what that does is that just removes automatically removes all of the women who were never going to respond to that initial message anyway. So now say only five of those women on Bumble will will send you that opening message of the 10 that you initially matched with. But now I only have to crap, I only have to think about and put energy into five messages instead of 10. And not waste my time with that and only talk to the women that that are actually going to respond in the first place that are actually interested in me.



Scot McKay 26:01

Well, as far as Bumble is concerned, I don't know if it'll surprise you to hear this. But my criticism of Bumble actually isn't based on the idea of women going first. I think a lot of guys get sweaty palms over that. But like you said, women will say hi, or Hello. And what I've likened it to is, well, let's just put it this way. It's a gimmick. And I've likened it to Jeopardy. It's kind of like you have to give the answer in the form of a question. And it is gimmicky. In other words, women go first. But really all they're doing is giving a green light for the guy to go first, it's rare that a woman will will make a first move of any sort, because first of all, it's anti feminine, they love men to make the first move. And to start off that dance of attraction is just how women are wired. So yeah, you'll get Hi, hello. And about a quarter of the time, according to the guys, I talked to women will say what are you looking for? Which is a question that just derails guys. Because what they're thinking is, oh, here's a woman who wants to know right now if I'm into a relationship, or just a fling, or whatever, but really what those women are doing is trying to get a first person impression from the guy, what kind of woman he really is attracted to. So she knows he isn't just going to agree with whatever she said to try to get in her pants. I think that's fair enough. But again, none of that is really my criticism of Bumble. My criticism of Bumble is rooted in the report that it's just a lot of angry feminists, because they're attracted to this idea of women leading and believe all women and, and the future is female, and women go first and we're gonna hijack this masculine role. So it just seems like there are a lot more women on Bumble, according to the guys who report to me that really don't like men to begin with would make crappy girlfriends, then say on a place like hinge where women seem a lot more relatable, a lot more social, a lot more connectable, as I would say, but that may be a phenomenon that in a place like, you know, rural Louisiana, or somewhere like that, it's all gonna come out in the wash. Or, you know, on the opposite side of the ledger, all the women

are gonna be angry feminists in the Bay Area anyway. So I'm sure your mileage may vary, I'm sure you're experienced in mind can peacefully coexist on that. But anyway, I just wanted to throw that in. Go ahead and talk about what guys do right and wrong when they message women. Go ahead.

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Nick Sparks 28:21

Sure. Oh, man, I want to respond to what you just



Scot McKay 28:26

said. Go for it. And respond to really quickly really quickly

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Nick Sparks 28:29

one the oh man the whole What are you looking for it? That is like a softball that that your guys should just be knocking out of the park and should be? Yeah, every single time? Oh, yeah. Um, that all guys, it's not to be intimidated, although I can understand why they are. Secondly, are there like, is there more examples of women who hate men on Bumble? Maybe I wouldn't say that. That's wrong. But it's like, I swipe left on on them so quickly. Like it usually like if I see anyone who's like profile is super political. I'm going to swipe left on them quickly.



Scot McKay 29:09

Well, as long as you're willing to look past the pictures and actually see what she wrote. Right? Well,

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Nick Sparks 29:13

I mean, yes, to an extent, even though the pictures often give it away. Greed is visual cues to that sort of thing as well. And so yeah, I swipe left so quickly, I barely even noticed that they're on there. I don't understand why guys are getting, you know, caught up in win last year. Maybe in the Bay Area. It's one thing but in most parts of the country, there's a healthy mix of all So okay, so getting into messaging now.



Scot McKay 29:41

How can guys hit that softball out of the park? We can't leave them hanging on that one. I mean, when a woman says What are you looking for? What do you tell guys to tell her?

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Nick Sparks 29:49

Well, I have an an old saying that I've been been using for a while, and I just I use started using

this for coaching but then I realized that it was too just the best possible answer that you can give to this question. Because most guys, whether they are looking for a relationship or they're not looking to date right now, most guys are kind of somewhere in the middle, where, where they don't want to rush into any relationship they don't want to. They don't, they probably don't this second one a girlfriend were way. But however, if the most amazing woman that they've ever met in their life, and they've got like, insane, like chemistry and connection, and they're like, you know, the biggest, they're there, they're just meet this wonderful person, most guys, and again, not all, but most guys are going to be open to that possibility be open to that potential. And so, thing I started saying a long time ago, to guys I coach just in terms of finding relationship is that you'll never find the needle in the haystack by by searching through the straws piece by piece. However, if you just enjoy yourself rolling around in the hay, have fun with it, then eventually that needle is going to poke you. Right? So when women asked me what I'm looking for, this is what I say is that, yeah, I I've always said that you don't find the needle in the haystack by searching through the straws. But if you roll around in the hay for long enough, eventually it'll poke you. And so I'm just trying to enjoy rolling around in the hay as much as I can until I get poked.



Scot McKay 31:36

So you're interpreting that question that line of questioning as it were, as indeed indicating what are you looking for in a relationship right now? Let's see, I had a female dating coach, come on this very show who you and I both know, that's not even what's on women's minds, what they're doing is they're trying to weed out the guys who weren't right for them by getting from them the kind of woman they feel like they would be attracted to and connect with, and see if they match up with her or not. Because otherwise, if she says, I love to go hiking and travel the world that every guy is gonna go, oh my god, I love to go hiking and travel the world to dude, we're perfect for each other. And that's not going to cut it because they know that all those guys are just looking at it as a piece of ass. Whereas if they don't give guys anything to go on. And this is another thing that's been purported out there that women kind of have vaping profiles on purpose if they're sexually appealing to a wide variety of men, because they want to see what men say, and then only go after the guys, they feel like you're going to connect with them. Like if a guy says, Well, you know, here's what I'm looking for. I'm looking for a woman who can bait her own hook and drives a jeep and is little rough around the edges and can you know, stand up to other people and have some grit about her, but it's still all woman all the time, and believes and family values. She's gonna go, Eric, you're a fascist racist, or she's gonna go Oh, my God, how soon can we meet? You know, the idea of finding that needle in the haystack involves some Brene Brown and risk on the guy's part, you have to have the courage to step up and say the kind of woman you're looking for, and not be so needy as to think well, my goodness, I'm going to lose an opportunity if she's not it, but instead say, Well, I've dodged the bullet. If she's not it, and then continue the quest to find women you're going to get along with? I would say there's something to that. I think women are trying to weed out guys who would otherwise just be visually focused on them by trying to figure out okay, is this a guy I'm going to connect with before we even start? Meanwhile, a lot of guys don't even know what connection means, let alone how to strike up a conversation that leads to it. You know what I mean?



Nick Sparks 33:39

Yes, and I'm not sure if I would completely agree with you on that. I feel like it's a big mistake

that a lot of people make when they're going on dates. And they say, Oh, well, this person isn't like what I'm looking for in the long term. So even though I'm enjoying their company, even though it's like we've got good banter, and there's some sexual chemistry between us. They don't like you know, they're not this thing that I'm looking for, in a long term partner there for like, oh, well, not for me. And I feel like that, that goes very much against my whole have fun rolling in the hay sort of thing, just learning to enjoy people's company, even if they're not going to be a long term partner for you. And I find that a lot of women not all there's certain women that are going down the checklist, and if you don't meet the checklist, that's you know, then there's people like that on both sides. But I still find a ton of women who like very much buy into this Hey, can we just like we're enjoying each other's company right now? And when guys say yeah, no, this isn't what I'm looking for. They're kind of like calm Why are you getting so ahead of yourself? Why are we not in the present? Why are we like, you know, ruining a nice Short Term connection because we're focused on the future and not being present. And so this is why if I'm women more often than not actually, I can't think of a single time that didn't happen, I love this answer that I give. And when other guys that I coach give it because there are so many women that are just looking at it the same way. And it's refreshing to find a guy who isn't like focused on that checklist and just like ruling out women, so yeah, there could be a women that doesn't match up with you long term in terms of what you're looking for. However, I feel that by just enjoying that person's company, enjoying the connection that you do have, in that timeframe, in that shorter timeframe, you're one going to have a much happier life, you're going to enjoy your single life a lot more. And by just opening yourself up more to more different kinds of people by by again, working on those muscles of connection, and sexual expression, you're going to be setting yourself up much better to find that that to get poked by that needle. Again, it's not when we're looking for, okay, here's my criteria, this is what I have to find. When men or women do that it's typically not the most successful endeavor, and they find, you know, these guys don't meet my checklist, I'm lonely a shit, these women don't meet my checklist, I'm lonely, and they're just not as open and connected, happy place than they then they wouldn't be going out and meeting new people.



Scot McKay 36:32

Now see, I agree with you, at the social level, on every single thing you just said, all of it 100%, we shouldn't come with a preconceived notion of the type of woman we're going to fit best with, et cetera, et cetera. The problem is this rapid fire, short window of opportunity. No, thanks to online dating apps, when a woman's got 200 guys who messaged her today, she doesn't have time to go through all of that with all those guys, she's got to weed out a whole lot of them very quickly. And it's got to be done on the basis of are you and I are going to get along or not. So going back to the massive positive response you get from your style of responding to that, I would give almost a meta level answer that your answer when it's ostensibly covering what kind of relationship I'm looking for, serves the tandem purpose of telling her the kind of guy you are, and how well the two of you would get along. Because you've got a sense of humor, you're quick, you're witty, you're a lot of fun. You don't take yourself so seriously. So the women who respond, oh, my goodness, I love what you just said, may be looking completely past this idea of it having to do with what kind of relationship you're looking for, and how quickly and just seeing what you just advocated for, which is yeah, you know, what you and I are gonna get along. So see, I think that, in my estimation, is why women are responding powerfully to that. Now, it's a bit of an advanced skill level for guys to be witty and quick on their feet like that. And a lot of guys are very intimidated by that. But once again, going back to your central point, which I'm in agreement with, you know, if you're one of these guys who's mastered this stuff, you have no competition. But most guys won't even spend any time trying

to get this part of their life right, let alone enough time to get it right. Now, imagine how well that style of communication works in the real world also, I mean, I take guys out and field Nick. And it's all banter, play, bringing out the fun and women and saying, hey, you know what, in order to find the needle in the haystack, I need to roll around in some hay a little. It's going to make women giggle and laugh because you actually know how to bring out the fun in them. So I mean, offline or offline. Once again, that's something that works. So that's interesting, because I would not doubt for a second that what you're writing to women in that context works.

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Nick Sparks 38:56

Yeah. And I think this really dovetails perfectly into the messaging aspect. Because, you know, I'm not typically working with the guys that are sending, you know, please send me nudes and that sort of thing to me either to be normal and have some semblance of a normal conversation. But more often than not, the guys who I start working with are just, they're there, their messaging is just boring. And it's it's boring. It's it's nothing that that is going to have any sort of individuality or personality to it. It's just very generic, or they're just sending this same generic message to every woman and it's again, it's the man's job to start the conversation. What I find is typically she's going to follow if you start off with some low effort, generic boring message and continue on that that's exactly what you're going to get in response. That's exactly she's just going to follow you right there.



Scot McKay 39:56

Amen to that, by the way. Oh,

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Nick Sparks 39:59

boring. Like responses through like one word responses from women, it's like, look at the message you're sending them. That's the tone that you're setting, you're getting out exactly what you're getting back exactly what you're putting out. Whereas we're after I coach guys to just put a little more of their own personality, a little more thought, a little more effort, a little more genuine interest, something unique, something specific, that is different from what 99% of guys are sending them. It's super easy to stand out from all the rest of them. And then again, the responses you're going to get back are going to match that they're going to be enthusiastic, they're going to be putting their personality into it, they're going to be having fun with it, they're going to be putting more effort into it. So I find with messaging, it's, it's more often than not a case of guys getting back exactly what they're putting out.



Scot McKay 40:47

Garbage in, garbage out. Meanwhile, Girls Just Want to Have Fun and nothing has changed. Nothing will ever change. And oh, by the way, it doesn't matter whether you're 18 years old or 85 years old. What you're talking about is exactly what works for hundreds. Yeah, his name is Nick sparks. He is from sparks of attraction. And when you go to mountaintop podcast dot conference slash sparks you will magically be teleported to his website where you can find out

more about Nick sparks and what he's got going on nowadays. And Nick, you know what else I'm also going to do, I'm going to take your popular book from a few years ago and put it back at the top of my Amazon influencer queue. And that book of course was called as you are and it has kind of an Adam and Eve esque flair to the cover and I know lots of guys got that book and left great reviews so guys, you can find as you are at the top of my Amazon influencer queue at mountaintop podcast.com front slash Amazon as kind of an added bonus, but definitely check out Nick sparks also when you go to mountaintop podcast.com front slash sparks, plural, Nick man fun spirited conversation. And I think at the end of the day, you and I, you know we're coming at this thing to the same destination, perhaps on two different highways. As usual, what do you think,

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Nick Sparks 42:06

Scott? It's such a pleasure getting to talk with you again, there's not enough of us. Oh, geez, still left around. So getting to connect with you is such a pleasure. And I have to ask, did I change your mind on online dating, or at least shifted a little bit? Well,



Scot McKay 42:20

I'm not sure I needed my mind changed. But you've definitely made me a little more positive in my Outlook, that women can be won over more easily by guys who know what they're doing. Because along with this tendency during and post COVID for people to turn into zombies. what that's done is it's created a larger, more imminent opportunity for the guys who do know what they're doing. And I think that's happy news, for sure. And I love also how you're bridging the gap on apps like Bumble to kind of beat the system a little bit and get women's interest piqued. I think that's solid rock solid. So yeah, man, I love what I heard. And meanwhile, it's a little bit of kayfabe. This whole show that you and I are one of us being more interested in online dating than the other I, I'm always rooting for online dating. What I'm looking for is returning the ability to connect with each other more easily to the whole process. I think indeed, some of that has been lost with the immediacy and superficiality of social media in general, which translates over to online dating and apps. But you know what, you and I are always going to agree that if you got the skills and know what you're doing, you're going to get all the women and that's something I've been shouting from the rooftops since 2005. And yeah, you and I are always going to be in agreement on that. And I love the idea of focusing more on the skills and have an even greater advantage than ever and I agree with you on that. Yeah, man. You won me over on that for sure.

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Nick Sparks 43:54

So I knew we were going to agree on on that. And I appreciate the "kayfabe" referense.



Scot McKay 44:01

Yeah, man. Yeah, made a nice pro wrestling match out of it for sure. Anyway guys, definitely check out Nick Sparks' website at mountaintop podcast.com front slash sparks. And if you haven't been to the main site at mountaintop podcast.com Lately, get on the phone and talk to

me about where you are right now. And how to meet more women in your life, whether that's online or offline or a combination of both. Guys, most of you need more women in your life and you definitely need to find the right woman in your life sooner than later. Let's talk about it. Man. Let's put a plan of action together for this year. Man we're already into 2023 We're almost done with the first month of it. It's time to get up step up stand up and do something guys. That opportunity to get on my calendar is there for you at mountaintop podcast.com Also check out our sponsors origin and main which is Jocko willings company. I talk about the boots. I talk about the jeans, guys The supplements are all natural. They work I use a ton of them and I feel better every day in my life because of it. If you are into hunting or Brazilian jujitsu and you have not checked out Jocko willings line of stuff over origin you owe it to yourself to do so, you can go to mountain top podcast.com front slash origin and use the coupon code mountain 10 and get an extra 10% off your order when you use that coupon. Also the good guys at key port and at heroes soap are ready to outfit you like a man you can check out either those two wonderful sponsors by going to mountaintop podcast that conference less keyboard or mountaintop podcast dot conference slash heroes soap and once again you can use the coupon code mountain 10 with either of those sponsors hey a lot of you guys are checking out the master classes a lot of you guys are downloading my newest program unsettled and rocking your life to its core in the best way possible. Letting your dark side breathe a little bit so that you're not necessarily evil but you know you're willing to do those things that are unpleasant knowing it'll make your life as a man better in the long run. All these things are unheard of nowadays in the zeitgeist of human behavior but you know when we're talking about being the best man we can be stuff we got a cover guys unsettled is getting rave reviews. You can check out unsettled and get your copy at mountaintop podcast.com as well. And until I talk to you again real soon this is Scott McKay from x&y communications in San Antonio Texas be good out there

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