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SPEAKERS

Scot McKay, Edroy Odem, Robbie Kramer



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

How's it going? Gentlemen, welcome to yet another episode of The World Famous mountaintop podcast. I am your host, Scott McKay, at Scott McKay, on Twitter, on YouTube just about every different platform out there, with the exception of what we're going to talk about today, which is Instagram, where I'm at real Scot McKay. And indeed, speaking of Instagram, you know, we've never really done a deep dive on much of social media, here on this show. Although we talk about it, it seems like constantly, we've never really done a show about Instagram in particular. And that's all going to change right here right now with this episode, thanks to my good friend, my longtime friend and returning guest, none other than fellow dating and relationship strategist Robby Cramer, Robbie, how you doing, man?



Robbie Kramer 01:07

It's got good to be back.



Scot McKay 01:09

Yeah, indeed it is. You're a smart guy. You and I think alike on a lot of things. One thing I am not is a huge Instagram user. Maybe that's because I got a great face for podcasting. Who knows. But I'm assuming since you brought this topic up that you've made good use of Instagram yourself? Yeah.

R**Robbie Kramer 01:28**

Well, you know, like most social media, I was not an early adopter, I tend to gravitate towards things in the real world. But Instagram has become like such a phenomenon when it comes to dating that if you're not using it, and I totally understand guys that have resistance to it, I was one of those guys too, back in the day. But if you're not using it, and you're a single guy trying to, you know, date, date up, right date more attractive women and improve your social life, your dating life, it's really, really hard to compete. So I think it's just so important in the modern day kind of tool stack for a single guy. And if you're gonna do it, you might as well do it, right.

**Scot McKay 02:11**

You know, your mouth is writing a check that I hope your content can cash because a lot of guys are already thinking, Man, I get on Instagram. And I see these models, you know, the sorority checks these bikini ladies fill, and they've got 10s of 1000s, if not hundreds of 1000s of followers. And I mean, how do I compete with other guys trying to get their attention? I mean, is that what we're talking about here going on Instagram and talking to Instagram models? Or is what you're talking about? Not quite as lofty a goal? I mean, can you do other things other than try to hit on Instagram models? who already have a bunch of guys have the most? Let's tell the way it is hundreds of 1000s of desperate guys who are Mr. Nice Guy trying to hit on him all the time? What is the strategy here?

R**Robbie Kramer 03:01**

Right? So if you want to try to be competitive with those, you know, influencers with hundreds of 1000s of followers and that sort of thing, and you're new to the platform, I mean, that's that's not feasible.

**Scot McKay 03:11**

All some of these women have to do is influence you to look at their boobies. And that's enough to get 1000 So I don't know about influencer, but I digress. Go ahead. Yeah, influencers

R**Robbie Kramer 03:18**

probably giving them too much credit. But no, that's not what I'm talking about. I mean, obviously, if that's a lofty goal in the future, and you put a ton of work into it, is that possible? Sure. But I'm just talking about the average guy who's trying to you know, even meet women out in the day, like, you know, on a sidewalk or at a coffee shop, or even a guy who's just using Tinder online dating, like, Instagram is kind of the modern day way that we show our status. And if she's, you know, if she's trying to size you up versus another guy and you don't have Instagram, then it's just very difficult to kind of stay top of mind, it's very difficult for her to judge you, she might pass you over for other guys. So even if you just have literally nine photos that you know, fill up the page, even six, even three, doesn't really matter your follower counts so much that is going to be you know, significantly better than not having one. And what you want to do in terms of like how you use Instagram, I mean, I can get into like, all the way up to

what you were talking about, which is you know, trying to actually DM girls and try to meet meet women on Instagram. That's not really what I recommend. I recommend using Instagram as a tool, mostly as like a messaging platform because most beautiful single girls are using Instagram as their primary means of messaging people they're like using that well over texting these days. So if you're trying to stay you know, within her sort of radar over text, you're probably going to lose out to the guys that her messaging her through Instagram. And I can kind of go more into that as well. But you know, there's different use cases there's kind of like how to use it to build your social circle how to use it if you're just trying to, you know, get more dates and you know, kind of fill up your dance card. So we can kind of take these things individually if you want to.



Scot McKay 05:03

Yeah, man, it's yeah, man, you have rolled out a whole lot of ideas there. Yeah. Yeah, man, you've rolled out a whole lot of ideas there. And I want to get to all of them. I mean, after all, this is the show about Instagram. The episode is on that very topic. So why not? For starters, you kind of redirected this conversation very effectively, first of all, to demonstrating to us as men, not that it's all about the Instagram models and the influencers, if you want to call them that, per se, but it all starts with your own profile on Instagram, which, you know, dare I say, is an afterthought for a lot of guys. They're thinking, Well, I'm not here to show off who I am. I'm here to meet all these women who are showing off. But the whole idea of the social media highlight reel, has boy just exploded. Everybody wants to put their best foot forward, everyone wants to pretend they're living this charmed life, like a rock star. And if you put your nine worst photos up there, obviously your highlight reel isn't going to be all that amazing to anybody. But if you have a nine well placed photographs, and your Instagram portfolio, if you will, as a guy, then all of a sudden, you have almost a modern day social business card to handle women say, Okay, here's my Insta, and she'll, I guess, at the very least get a good picture of whether she's going to connect with you whether you have a lot in common, whether you're going to get along whether or not you think alike, et cetera, et cetera. And at best, she's going to say, wow, this guy is really amazing. I want to get in on his reality, because his is at least as good as mine. Am I onto something?



Robbie Kramer 06:48

Totally. Yeah. And like, I think the best place to start is for the guys who are kind of feeling a bit. What's the word?



Scot McKay 07:00

less attractive than a supermodel?



Robbie Kramer 07:02

No, no, sorry. Like the guys who are feeling resistance to using Instagram. Right? Because they

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Scot McKay 07:07

reference?



Robbie Kramer 07:10

Well, so I think anytime and you talked about this earlier, like the I forgot the term you use but essentially like the the modern day social media is killing our masculinity because it's diverting our attention. I forgot that word is used. But that was so eloquently put you under Oh, yeah,



Scot McKay 07:25

we were talking off hands. Before we hit record on this on, I guess a tangentially related topic. And what I said in that context was one of the biggest threats to our masculinity, is the onslaught of headlines in social media that exactly distracts us and gets us to worry about things we don't even care about, and think other things than what matters are important when they're really not, et cetera, et cetera. I mean, we get dragged along by the prevailing narrative, instead of having purpose and direction that's in line with our own belief system, when we allow ourselves to get sucked in like that,



Robbie Kramer 08:01

right? And that's what I don't want for people. I don't want you guys spending a ton of time on Instagram. You know, going through the discovery, looking at a bunch of useless content, and dumbing yourself down. I want you guys to be only using it to kind of highlight your authentic, cool life, in an effort to attract the right women, not as a thing that's going to SAP away your time and make you feel shitty. I mean, when I spend a lot of time on Instagram, I feel like shit. And, you know, my political Twitter. Oh, God, I'm not even on Twitter for that reason. Be in



Scot McKay 08:35

a fetal position at the foot of your bed sucking your thumb after about 10 minutes. So that trusted



Robbie Kramer 08:40

Yeah. I guess that's why I've stayed away. I mean, I see that happening. It's like you get so sucked in. But like for the guy who's having resistance to Instagram, I'm not talking about like, you don't even need nine photos, you can literally have three photos, right? And these photos, if you're already using online dating, you already have those photos, right? If you're if you don't have three decent photos, and you're using online dating, I mean, what the hell are you doing? Right? guys out there? Yeah. Yeah, most guys out there at least have a Tinder profile. Right? So we all need photos, right? We all need a few decent photos for content, or for online dating. And those same photos can be repurposed for Instagram. But the main thing about about Instagram it's not even about that profile. It's not about your feed. What's happening is we're

seeing a big shift on social media from away from this sort of like look at me pretending to be so cool pretending to be so rich. Like there's so much content of this narcissistic showing off sort of stuff to the point like there they have like studio setup where you can, you can go to like a lot. Get on a private jet that's parked that's not going to fly anywhere. Just take Instagram photos to impress your friends. Like that's how much like social media has kind of degraded, I guess the human condition in that in that regard. So like, no one's really that impressed anymore. With this flaunting content, what people do want is they want authenticity. They want to see people just posting, you know, stories of their everyday life, not even necessarily doing cool stuff. But just showing that, you know, they're interesting, they're funny, they're witty, like, you could literally have a photo of you like lying on a park bench, making fun of the fact that like you actually took some time away from your work if you're like a guy who's always working and you know, there's a way to make the mundane, funny and interesting. And the women that are interested in you are gonna resonate with your content. And you're gonna see the patterns and the ways in which they behave with your content. And I'm just talking about posting stories, like one or two stories a day, it could be the thing you cook for dinner, it could be you walking in the park, it could be a cool shot that you snap on your phone, and you make a little witty comment about that. And the beauty of doing that is the women who like you are going to make it painfully obvious that they like you, you're gonna see the patterns and how they react to your stories, do they comment Do they like, and that's how you tell, like who's interested in you. And if you're doing that across the board, and you've got, you know, the women that you meet on Tinder, the women that you meet in real life, the women you meet, you know, whatever, at the bar through your social circle, it's gonna be pretty easy to know which ones you should ask out on a date, and which ones you shouldn't waste your time. Right. And like I said earlier, if you're not doing this, then she's not even going to probably remember you versus the other guy that she's talking to. Because she's a beautiful girl. Like, there's a lot of competition there. And if you're constantly popping up in her Instagram feed, she's gonna get reminded to view it's the same reason why they put like seven movie billboards on the same street, one after the other. It's like that rule of seven and marketing, right? You got to say no to something seven times in a row before you say yes. So if you show up in her feed, over and over and over, that's actually going to build attraction for you. And you're not you're not messaging her, you're not going out of your way to show interest. You're just posting about what you're normally doing in a way that's a bit funny and creative. And obviously, this is a skill you're not going to get really good at this overnight. Just like humor, like we talked about on the other episode, this takes some skill to, to find the humor in what you're doing and to create that that witty post, or to even repurpose memes like there's nothing wrong with finding other content and repurposing those on your stories. But if you do that the the kind of this world of interest and love from the women in your life already will kind of open up to you. And you'll be operating in a different sort of way than the standard get her number texter hope she responds, get her on a date. Like you can do all that over Instagram now. And they have a lot better odds of succeeding.



Scot McKay 12:37

Yeah, just for the benefit of the guys listening when you were talking about that, quote, unquote, other show where we talked about humor that was on your podcast relatively recently. Great show, and go ahead and tell the guys where they can find your podcast, Robbie.



Robbie Kramer 12:51

Yeah, that's episode 226 of the inner confidence podcast. And that's innerconfidence.com. And all over all the different podcasting channels. Their confidence. Yeah, right



Scot McKay 13:00

Apple podcasts, even YouTube since its video, right. But yeah, man, let's hear for authenticity. Here's the thing about authenticity, as I see it relative to trying to show off and pretend you're something you're not. What kind of women do you want to attract? Do you really want to attract women you get along with? And who are like you, and you may theoretically go figure like in real life? Or is it all just about how she looks in a bikini? And here's the hint. And these guys know this, that they've listened to more than two or three episodes of this particular show? Why don't you find yourself a check, it looks hot in the bikini and you actually like and likes you back and gets along with you. You're not going to do that by pretending to be something you're not. And I love what you said about Instagram kind of acting? Well, I'm going to paraphrase what you said as a metal level, Tinder profile, sort of I mean, once you have a woman's attention on Tinder, which is all Tinder is going to do for you. Once you have her attention, please get off Tinder with her. Okay, the first kind of level past Tinder is okay, here's a more expanded version of what I look like what my lifestyle looks like, et cetera. And I think that's a brilliant, brilliant strategy to give her your Instagram so that at least she feels like there's a context there and it still feels like home social media, she's gonna be on it because she's attractive and female. And women love selfies and visuals. We know that we don't hold it against them. But you're participating in that world with her in a way that she can relate to and understand. And then because she has more to go on and because it's authentic, she understands also that she's gonna get along with you and here's the hint here's almost like the golden secret for you guys out there. You and 200,000 other hungry chihuahuas aka Mr. Nice Guys, out there can tell an Instagram model or an almost locos way Beatrice how hot she is with the starry eyed you know, heart, I had emojis, none of you are gonna get anywhere with her. Because there are 200,000 of you. And you all look at and smell the same to that beautiful woman you're all about her boobies, you're all about how good she looks. She's heard it 200,000 times. And if you blend in with 200,000 other people, here's the sobering reality Robbie, it's about as good a chance you're gonna get in there. As if you bought one of 200,000 lottery tickets. It isn't gonna happen. And you know what, your chances are even worse, because here it is. She's not even going to draw winning number all y'all lose. So how do you win? You win by doing exactly what you talked about? Being one of her being part of her tribe, inviting her into your reality and her saying, hey, you know what, that's pretty cool. Meanwhile, Robbie, what are guys doing? They're running scared. First of all, they don't want to be vulnerable at all vulnerable to me, is along the same lines as authentic. Too many guys in particular are like, well, she finds out I'm really masculine. Or if I lean conservative, or I actually believe in God, or Allah, or whatever it is, I believe in. And I would prefer to have a diesel F 250. Instead of a Tesla or a Toyota Prius, someone's gonna yell at me, someone's gonna call me horrible names. And I'm afraid I'm scared. That's Mr. Nice Guy BS. What happens is, if you wear your stripes, proudly, the hot sexy women are going to notice, wait, here's a guy who I could finally get along with, here's a guy who I might be able to connect with. And I tell you what the Willy Wonka golden ticket Robbie, to getting a truly hot, sexy, beautiful girlfriend is being that one guy who looks beyond what she looks like and how sexy she is, and reaches for more, and gets to know what she's like challenges whether she's going to be one of him or not, and goes for it. Those are the guys who end up with hot sexy women. Because it should be obvious by now that hot sexy women aren't going to choose to be with a guy simply because he thought she was hot and sexy. So along with that is a lot of men who are assuming women get to make all the choices. Well, if you're on that same shallow playing field, right, I'm reminded of the

saying 100 yards wide and an inch deep. You know what I mean? You go for a little bit more depth. And you actually, I don't know, the best word I could come up with to describe it is demand more from these beautiful women. I don't want just a pretty face. I want a woman who votes like I do wants to raise kids the way I do thinks about money the same way I do would go on the same kind of vacations I would, then that's when you perk up those beautiful women and go, Hey, here's a guy who's willing to offer more of what I want. And see that's when you stopped being a chaser gentleman, and you become a chooser as well. And you want a beautiful woman can choose each other. Boom, boom, you know what? Yeah, yeah,

R

Robbie Kramer 18:03

well, yeah, it's so much mind boggling to me that there are so many dudes operating on this low status playing field of competition, to think thinking that you can go on a hot girls profile. And so you're so sexy, and that's going to work is it I mean, it's unfathomable to me that so many dudes do this day in and day out. It's like, unbelievable. And I'm guessing most of those guys are not listening to this because, right, they're just resonating at such a low frequency in such a low idiotic level. It's just silly. But like, that's the competition for most of these girls. And what's what they're not seeing a lot of are cool guys, authentically sharing what's going on in their day to day life, who they've met, you know, on some of their form, like you meet a girl on Tinder for example, right? And then you get off the app as fast as possible, you get on Instagram. And if you just simply kind of, like, live your own life and be willing to be vulnerable and share about like what you're up to. If she likes you, she's gonna let you know. Right? Like, if you don't have that Instagram, and you're just trying to text, you know, it's just so difficult. So like, if you're not doing that, you're you're really operating with your hand tied behind your back. And then if you want to take this to the highest form, like the highest level, is as you're kind of living your life and doing cool things. If you if you continually post that and you care you're continually showing that you are a high status guy that lives a high status life with other high status people. Women are going to start coming to you. Like when I started throwing parties and hosting events and they just started with little dinner parties at my place and then I consistently would do that and grew my circle of friends and then I started hosting, you know, nights out at different venues. And then I started posting like longer parties and put together some photo shoots and some even Playboy calendar shoots. I started posting that stuff on Instagram and all of the girls like even that had friendzone me in the past ex girlfriends came out of the woodwork. They're like, Dude, what are you doing? We want to participate. I'm interested in you now. So you know, obviously there's that that very high end level where you can take this. And if you're not like Instagram is online dating, if you're trying to online date without Instagram, like, that's the biggest platform there is. You just can't do it. So hopefully, I've inspired some people to get on there because like, like I said, it's impossible without



Scot McKay 20:30

it. But wait, there's more. If you're just getting started, I'm just getting started. There's a lot to talk about here. Now, I remember years ago, raised a priest who you may know, actually got his start with a simple piece he wrote about how he was getting on MySpace, this is how far back it goes. And just announcing house parties on Wednesday for women.

R

Robbie Kramer 20:55

We were doing those parties together. By the way, race and I we both lived in SD and we were like, wing men galore.



Scot McKay 21:03

Okay, so this is coming from the same roots I I'm just remembering what you guys have been doing for years. So let's go ahead and explain what happened was, and correct me if I'm wrong here, you got to evaluate two or three dozen women at once in person, instead of rolling the proverbial dice online or on social media, and hoping the first date would go well, and that she didn't misrepresent herself, and she looked as good as our pictures. When you had 2025 women or more coming to your place on Wednesday night, then all of a sudden, you knew immediately what 25 or 30 women were like in person and whether you are attracted to women for real or not without having to go on 25 or 30 individual dates. That's genius. So you're still doing that to this day.



Robbie Kramer 21:51

I mean, that's how I built my entire dating life. That's how I found my wife, by by that exact strategy.



Scot McKay 21:57

So you and your wife are not still throwing these parties to bring other women into your reality. You've retired.



Robbie Kramer 22:03

I've retired from that. But we do still throw the parties and you know, our clients come to them. We host them in different parts of the world every year. Because we're social, we like to do it. And we like to. We enjoy being in that energy where people are having fun and meeting other people. So we're very extroverted in that regard, I guess. But yeah, that strategy of going on a group date, you could say, where the deck is extremely rigged in your favor, because the ratio is three to one women to men versus any nightclub, which is typically three to one men to women. Yeah. And you're like the freakin man, because you're the host Exactly. Like when you when you host a party, and a woman shows up and there's a bunch of other girls. She doesn't think oh my god, this is a pussy fest versus a sausage fest, right? Like when a girl shows up to a sausage fest, she's just gonna be like, Oh, this is I'm gonna be treated like a piece of meat. This is going to be annoying. I'm just going to be fending off there see dudes all day. But when a woman shows up to, you know, a vagina fest, I guess you would call her whatever. She's she's not thinking like, Oh, damn, there's not enough guys here. For me, she's thinking, jeez, the guys who were able to put this together must be pretty cool. And they want to, like interact with those other women there, you know that they're obviously, you know, their competitive juices start flowing to and you can kind of create that competition anxiety, which is going to make them more attracted to you. But they're not going to instantly leave, like, you know, a lot of guys will do if they show up to a sausage fest. So it's, you know, you have to go a layer

deeper. And you know, realize that women think a little bit differently than men when it comes to this sort of thing. So if you're consistently hosting those events, and the ratio is in your favor, it's just a matter of time before you have the pick of the litter. Yeah, you know



Scot McKay 23:43

what the first thing that comes to mind is even though the English language famously has more words in it than any other language on Earth, much like there is no female equivalents of macho in the English language, even though there should be. There's no female equivalent for a sausage fest either. And, I mean, what's up with that, right? First of all, not to be missed here and we won't belabor it. You are also like me, a married Dating Coach, and your wife is totally on board with it, because I'm assuming it's the same reason my wife is she feels chosen. And you two adore each other. So there's no threat that would cause her to be jealous, right? Yeah. Okay, perfect.



Robbie Kramer 24:22

Yeah. And she's, she loves what I do. From day one. She's been a huge advocate and helps guys, you know, giving the female side of things, help them with their social media and whatnot. And, you know, she's a model by craft. So she's, you know, very much in tune with, you know, what, what a lot of these guys are looking for. So fantastic. Yeah, she, you know, she's, she's a great sort of advocate and partner for me. And when we met, I was the biggest player out there. She actually, she already knew who I was before I knew who she was, which is obviously a huge benefit, but I didn't have the best reputation in her eyes. because she considered me a fuckboys. She knew I was, you know, I was living in Kyiv, Ukraine and I had this big social circle, and I was hosting these Playboy events. And she was like, oh, yeah, that Robbie guy. He's just, you know, he hooks up with all the girls. He's just a player. But that didn't you know, that's intriguing. That's mysterious. Then when she met me, she was like, Oh, wow, okay, he's a player, but he's actually a really cool down to earth. Cool, dude. And every girl like, if you look at romance novels, the script is basically the same. They meet a guy that guy's a little bit broken. And he's, you know, emotionally maybe unavailable. And they they use him as a project napalm, and they get the player to fall in love with her. Right? It's like,



Scot McKay 25:37

every yo, enough about me. Anyway. I'm guessing, though, despite your popularity with other women, probably in large part because of your popularity with other women, once you decided to choose her, and actually, and perhaps ironically, to a lot of men, even listening to this show, made her feel safer and more secure with you, because you had options, but you chose her. I know. That's what Emily would say. Totally. Yeah.



Robbie Kramer 26:06

Yeah. I mean to that, there's so much truth that because then they feel like well, I was chosen, which is obviously validating. But also when they feel chosen, they feel secure in the fact that like, you know, he, he made this choice, he picked me out of the best options, which is very

high value, highest status for him and also for me, so when you feel like a guy's settling for you, that's got to be a horrible feeling.



Scot McKay 26:27

Yeah, the only thing worse than settling is being settled for boom, right? exactly true. And you know, the practicality of the matter there is if you're like me, you know, we're dating four or five women at once we have more waiting in the wings, we have a bullpen, you know, not to pat ourselves on the back. Gentlemen, this is why we're here. We want you to be able to have that kind of power in your life too, for sure. But what happened was very shortly after I met Emily, I was thinking to myself, Okay, which woman would I like to spend time with today? Well, it's Emily. That's on a Monday, Tuesday. Which woman would I like to spend time with? Well, that would be Emily Wednesday. Yep. Emily, Thursday, Emily, all of a sudden, you don't need the other ones anymore. And that's to the thrill and delight of the woman you've chosen. And 17 years later, here we are. We're still in our honeymoon phase. I still adore that little check. And vice versa. Yeah, that's the



Robbie Kramer 27:17

best. Yeah, when you feel like you're in a position to choose the best possible person for you. I used to hear a bunch of stuff all the time from different people about like, you know, when you know, you know, or it should be easy when a relationship first starts. And I never really, like understood that until I experienced it with with my wife, Maria. Because, you know, obviously, there was a lot of, you know, I was on my game and I made sure to make the right moves and whatnot. But the relationship quickly evolved. And it didn't take me long to be like, alright, you know, I've I've got the pick of the litter here and Kyiv with so many gorgeous girls around.



Scot McKay 27:56

Sounds like pick of the litter is howling in the background, even as we speak.



Robbie Kramer 27:59

You can hear the fire trucks going by? Okay. But



Scot McKay 28:06

see, I have a hair trigger when it comes to this stuff because we have a house full of Whippets today, because we have two different families who are going on vacation. And you know, the Whippets are all kind of in a cartel around here, San Antonio, they kind of hang together as a crew. And they're very high strung very active very well, extremely quick, animals. And so I'm thinking since we have five Whippets in the house somewhere lurking around, the howling is going to start on my side any second now while we're recording. So that's probably why it was extra tuned into that. But anyway, continue.

R**Robbie Kramer 28:38**

I've got a couple of wolves laying here to a Siberian Husky and a German Shepherd. But they're all done just chillin. But yeah, my point was just like being in a position where you can really choose and feel like you've chosen the best of the best is an amazing feeling. And prior to that, I was always kind of feeling a little bit like, I don't know, or maybe I'm settling or maybe she's settling. And none of that is there for me anymore. It's one of those situations, it just feels like it is like how it should feel when I thought about what a relationship should feel like and that is how it should be. And yeah, you know, if you're listening to this as a guy like that is when you have that feeling, that's when you should you know, leave the game behind or that's when you should get married or whatever sort of lifestyle you want. You shouldn't do it for all the wrong reasons, which is I don't want to be lonely. Or you know, I'm tired of like this dating stuff. I just want to find a girl and be done with it. Like those are not the right reasons to choose a girl

**Scot McKay 29:35**

indeed. Anyway, getting back to the main point here Instagram Yeah, let's go ahead and shift gears and talk about another dark corner of this whole Instagram rabbit hole I guess, which hasn't come up yet but which is kind of like the elephant in the room, proverbially because it is really obvious. Robbie Instagram is like only fans his kiddie pool nowadays. Let's face it. Okay, I'm I mean, it's one level below soft porn. And a lot of the women on there, realize it, and they invite it. They love the attention from those 200,000. Guys with the heart eyed emojis, they found a way to monetize it, and they found a way to monetize it. Absolutely, for sure. And yet, I think a lot of those same women are indeed oblivious, that they may or may not be, but a lot of women certainly are oblivious, if not most of them, to the fact that they're not going to be attracted to any of these men who are chasing them, and acting so needy and being Mr. Nice Guy who they're getting the attention from. It's as if they've planted the seeds in their garden, to attract all the wrong men. And then what are those same women? Do they complain about the men they're attracting? How do you break through all of that noise? And presents yourself? I'm talking objectively right here. I mean, we've talked about the idea and the psychology behind it, but how do you actually get through that noise as a guy on Instagram with a woman like this?

R**Robbie Kramer 31:07**

So you're talking about, if you're trying to like cold DM these girls, and, you know, slide into her DMs, as they say, and try to date them that way, like good luck. That's just such a low value, you know, sort of thing you can do with your time, right? So I'm not recommending actually, yeah, I mean, unless you already have like an enormous following. Like, if you've got hundreds of 1000s of followers, and you slide into girls DM, well, here's the other thing, too, if you if you had a blue check up until about three weeks ago, that was a huge symbol of status, because the only way to get that and it was revered on Instagram, the only way to get that was to, to actually be someone of status to be their celebrity, you could I guess pay for it. But it was like 10 to 15 grand, and you didn't know if you're gonna get it, right. But now anyone can get the blue check if you pay eight bucks, or whatever it is, or 20 bucks.



Scot McKay 31:59

Yeah. Importantly, Mehta has quietly gone the way of Twitter and basically pimping out their blue checkmark. Yeah, that has happened.



Robbie Kramer 32:06

I know so many guys who had like, literally just spent, you know, the 1015 Grand to get the blue check. And now it's 20 bucks, which is like, you know, it just goes to show you like, that's why I hate social media for those exact reasons.



Scot McKay 32:18

And the new blue check, at least on Twitter, is not having a blue check and refusing to pay for it. Right, and basically challenging Elon Musk to let your profile be copied far and wide and for you to be impersonated. Because, you know, I'm so damn popular. That's gonna ruin your platform when everybody's pretending to be me. And then you'll give me my blue check back buddy, for sure. I mean, that's basically the psychology of it. All right now, at least as we're recording this on Twitter is I am really influential, and I beg you to not give me my blue checkmark back. That's the new level of status. It's really crazy. And it's subject to change daily.



Robbie Kramer 32:58

Oh, yeah. I mean, it's up changes, you know, instantly, like, you know, instantly you have status on Instagram with that blue check. And you could message other you know, women that are in like, the these models and these Instagram influencers, if you had a blue check, and you've got a bunch of followers, and you've got a great profile, and you message that girl, she's like, Oh, wow, I'm gonna open that one. And maybe I will go on a date with this guy. Or maybe I will go to one of his parties. But now forget about it. Like, because you can buy fake followers, it's not that hard to hire a photographer and get some cool photos, right? Obviously take something but there's a lot of guys that are willing to do that. Right? There's a lot of noise out there. And what you're asking is cutting through that noise? Well, in my opinion, the best way to do that is to meet women in real life. And then, obviously use Instagram as simply a way to stay top of mind in a way to message them, because then they're constantly inundated with your content. And like I said earlier, if they like you, they're going to let you know on there. Yeah, I was



Scot McKay 33:51

kind of going to guess that you were gonna talk about what happens in real life spilling over into Instagram instead of vice versa. In other words, going from the outside in instead of the inside out. Unless, of course, you're one of the few in the crowd who has hundreds of 1000s of followers on Instagram, you would be particularly rare as a male heterosexual human being who's like that on Instagram. But anyway, this really is that meta level stepping stone to go

from the virtual world, or even from a quick chance meeting in the real world to giving her at least a bit deeper of a glimpse into who you are and then taking it from there, hopefully back to the real world, right?

R

Robbie Kramer 34:30

Yeah, just to give like a very sort of applicable example, this is what I'm kind of coaching guys on the daily to do. It's like, you know, have the courage to approach a woman in real life. You see, you're walking down the sidewalk, you run up to her you give her a little elevator pitch. Hey, not to be that creepy guy that hits on the on the sidewalk, but hey, gotta be that guy. Listen, you're in a rush. I'm in a rush. Gotta meet some some buddies for coffee. Give me your number. If you don't like me, give me a fake one. As she's putting the number in your phone. You're like actually, I don't even know why I asked you for your number. I'm gonna I'm always on Instagram. Let me put my my name and your phone. So you grab her phone, you put your Instagram in, and you follow yourself. Because that way now she's going to see your message versus going into her, you know, general category. And then you message her something witty and funny. And then rather than asking her on a date, right, you post content about the weekly events that you're throwing the little house parties you're doing, you put that stuff out there on Instagram, she likes you, she's gonna see that over and over, right? If she gives, if she's given you love and liking your photos, and maybe ask her on a date. But maybe you don't, maybe you just invite her to the next party. Now she shows up and she's you know, dealing with the ratio that's in your favor, not hers, you've got status, you've got pre selection she's in. And by the way, she decides to sleep with you, and you want to keep things casual. She's the one that kind of like, made that decision. So it's a lot easier to not have to deal with the like, Oh, you took me on four dates, and we had sex, but now you're like a player. And, you know, I feel tricked. Versus if she comes to the party, and she sees a tons of women are giving you attention, love. But now she's got to compete with those girls. And she also knows that, like, if you guys do hook up, you're just the type of guy that like is having fun in his life. And that's okay, maybe she wants that right now. So like that is, in my opinion, the most highest leverage way that you could use social media plus the strategy of, you know, building a social circle and kind of doing these group dates that you alluded to earlier. Kind of It's like the difference between farming versus hunting. I like to say, like,



Scot McKay 36:30

sales analogy, right. Yeah. You know, as Mac Miller once famously said, It ain't 2009 no more. Right. You know, it's funny. Back when David DeAngelo was relatively new, he was advocating not asking for women's numbers and asking for their email instead. Nowadays, it still don't ask them for their number, not because we're not going to call them because who hangs on the phone anymore, right? Right. And nowadays, not even because you're going to text them instead, it's just you might as well move straight to Instagram. Not a bad strategy at all. You use the dreaded D word in there to speak in 2009. And earlier, who even knows what dating is anymore? Anyway, I just did a masterclass on this. And I was avoiding the word dating at all. As a matter of fact, the first line in the marketing was is dating dead. People don't use the phrase hookup culture even anymore. So it's not like the pendulum swung the other way to being completely casual. It's just nobody knows how men and women are getting together anymore. In a way it's almost easier because you just meet someone you like each other. And life happens.

R**Robbie Kramer 37:42**

Burly, I am so glad you brought the D word up. Because yeah, that's been coming up so often. In my group, and I'm like, Guys, stop calling it a date. Like don't calling us dating coaches. Yeah, exactly. Exactly. Dating is such a charged horrible word. Because when you think about date, you think of like this, you know, awkward formal thing that you're gonna do versus like, if you're just, you know, a cool dude. And you know, you show your you show your authenticity through social media, she's gonna want to hang out, you know, whether that's just like coming over and chillin or coming to a little party you're hosting or like grabbing a coffee like, yeah, we're just gonna chill. You're not doing

**Scot McKay 38:19**

well. There you go. I'll tell you what, one thing I want to add is kind of the cherry on top of this proverbial sundae is choose your handle wisely. I have guys who come to me, and they'll write me from email addresses like, stupid short guy@yahoo.com. and complain about why women won't go out with them. And I've seen the worst email addresses, I've seen the most unattractive Twitter names, and Instagram handles. On one hand, you don't want to go after John 5672 either, but put some time into coming up with an Instagram handle that reflects your lifestyle and you know, offers a little bit of intrigue. What I'm thinking as I say this right now, Robbie is match.com has long since done away with usernames. They just sort of, I don't know, encourage you to use your real name nowadays, because usernames are no longer unique. Right. But mine on Match back in the day was gears and guitars because I love to play guitar and I love basically motorcycles and bikes, anything with two wheels and driving and stuff. And that was I think, an example of a good one. Right? So the plan should be come up with an Instagram username that offers some intrigue instead of killing your mojo. You know, that kind of speaks for itself. But if you have anything you want to comment there, go for


R**Robbie Kramer 39:46**

it. Yeah, I think if there's something like witty like that, that you could put out there. I think that's great. I also don't think it's a terrible idea just to use your name. Right. I think a lot of the time when people have kind of a witty name, you forget who that person is. And you can kind of get lost in the shuffle. Like I know, I've gone through my Instagram before and like just purged people that I like, didn't know who they were, that I was following. And then later on, I'd get a message from this person. Like, let's say their name was like, general awesomeness, which is a lame ass name, but like, I get a message to do, right. And I'd be like, Wait, who is this person? Oh, I actually know this guy. And I accidentally unfollowed him because, like, you know, his profile picture was like, not of his face. And I didn't know who the fuck general awesome this was. So that's, that's kind of the danger of picking something like that is people will kind of forget who you are. Unless it's like super memorable, and and that good.

**Scot McKay 40:45**

You know, I think that's a good take. That's great advice. First of all, Instagram does require a unique username, much like Twitter does. So if your name is John Smith, you're Sol Raimi. I mean, if your name is like a zekiel Abramovitz or something, then we have a better chance of


mean, if your name is like a Zerkel Abramovitz or something, then we have a better chance of getting your name as a unique identifier, but perhaps, you know, John Smith, auto racing, or you know, John Smith jazz guitarist or something like that, maybe with fewer words, but something that indicates an interest or a level of intrigue with your name attach that might be the maybe like,

 Robbie Kramer 41:17

Jazzy, Jazzy, John Smith, or John jazz, Smith, something like that, right? Sure,

 Scot McKay 41:23

why not as long as it actually has some substance behind it? Yeah, the other

 Robbie Kramer 41:27

thing too, is like your bio is a place to add some, you know, some humor and some intrigue there. And if you want to take it a step further below, before your actual feed, where you just have like your static photos and videos, you've got those two circles, where you can post where you can essentially have highlights they're called, which are stories that you want to highlight about yourself. So if you've taken a cool trip somewhere or if you did something like platform speaking and you can put that stuff front and center so when people come to your profile, they get you know, your pre selected content delivered straight to them. So like you can really make a good first impression if you have good content on there. And like I said earlier is like you know, be a content producer, not a content consumer. If you just stick to that you're not going to go crazy and you're not going to hate Instagram because it's very easy to to feel like you're kind of wasting your life away if you spend too much time on there.

 Scot McKay 42:27

Absolutely some practical tips there for you guys to close this thing out. Fantastic stuff. His name is Robbie Kramer Don't call him a dating coach. We're relationship strategists nowadays right right. He is from inner confidence. And when you go to mountaintop podcast dot conference slash Kramer K R A M E R. u will be teleported to his website, Robbie, what are they going to find there?

 Robbie Kramer 42:53

You're gonna find my podcast it's called the inner confidence podcast. And if you like what I had to say, check that out. I'm 227 episodes deep our our episode just just launched about making women laugh, which is awesome. So make sure you listen to that one. And, you know, I go deep on this stuff, usually twice a week.

 Scot McKay 43:11

Fantastic. Fantastic. Robbie, thank you so much, man. Always a pleasure to have you on like I said at the outset you absolutely know your stuff. And you basically showed up and threw down some fantastic tips and advice today and you're a man who knows what he's talking about. Thanks again.

R

Robbie Kramer 43:28

Thank you Scott. Awesome to to go back and forth with you as always, I'm glad we did this



Scot McKay 43:32

app so freaking lately been a great show. Probably a topic that was long overdue. Matter of fact, for sure. It was a topic that was long overdue. Gentlemen, if you haven't been to bounce of top podcast.com Lately, check out our sponsors, Jocko willings company origin and main heroes soap and the key port please use the coupon code mountain 10 to get 10% Off with any order. And that also shows those guys that I sent you to them which is always a plus. If you have not gotten on my calendar and talk to me for free for 25 minutes about where you are right now and where you want to be with women in your life. Now is the time I can't believe how far we are into the year 2023 Summer is upon us. Meanwhile, a lot of you guys out there still aren't out there meeting women. And if you are a lot of you guys still aren't meeting the kind of women you really want. Hey, if Robbie and I can do it you can do it also. Let's get on the phone and strategize. It all starts with a 25 minute call that you can arrange when you click on the big red button at the upper right hand corner at mountaintop podcast.com 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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