

# mtp368

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## SPEAKERS

Julie Ferman, Scot McKay, Edroy Odem

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### Edroy Odem 00:05

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

### Scot McKay 00:18

Greetings, gentlemen, welcome to yet again another episode of the world-famous Mountain Top Podcast. I am your host Scot McKay at Scot McKay on YouTube, where we have videos two minutes and under that will reveal the real answer to some shopworn dating advice for which there's usually pretty crappy answers. So if you haven't subscribed to the YouTube channel, please go to youtube dot conference, Scot McKay and do so also as Scot McKay on Twitter and pretty much everywhere else. If you want to go to the website, and of course you do. It's mountain top podcast.com. And I also as always invite you to join us on the Facebook group, which is The Mountain Top Summit. With me today is someone who I met a long time ago but just recently made friends with you have anybody like that in your life, you've known of them, and maybe you've met them a couple times. And then finally, you meet each other socially and realize, Oh, my goodness, you know, you and I are getting along. Guys are like every girlfriend I had in college who I found over for two years till I finally had the guts to ask her out as a junior. Yeah, okay, I understand that. But this isn't really like that. She's been in my industry for years and years. I first met her at the eye date convention of all places, which is a convention as advertised for insiders in the internet dating industry. And she was big time into that. And I was there once. So later on, I hear she's doing a podcast and of course, so am I and I reached out to her and the rest so far is well I'm not gonna say its history. It's in progress as we speak. I was on her show. And that conversation got rave reviews from her audience. So now we're going to give you the gift of a conversation with my new friend Julie Furman that I hope lives up to that expectation. Hope is not a strategy is it? Julie? We need to just crush this. You are

### Julie Ferman 02:09

the greatest Scot I'm so glad we reconnected it's like I talk about there's my people and not my people. Scot McKay is my people.



Scot McKay 02:18

Why don't I be in the greatest I'm gonna reserve that for Muhammad Ali. He gets to



Julie Ferman 02:22

know I think you got like shock jock kind of



Scot McKay 02:26

appeal. Oh, no. Oh, good. Is that why I get shadow banned so many places? Well, you



Julie Ferman 02:31

know, it's just you're fun and upbeat. And I can say anything and it's it's flirtatious. I like it. So you can ask anything.



Scot McKay 02:41

Well see now you're a matchmaker. You're the queen of flirtation?



Julie Ferman 02:45

Yes, it's one of my superpowers and I teach people how to do it.



Scot McKay 02:49

Well, you know, it is a superpower. It absolutely is. If you know how to flirt effectively, then basically every one of the other gender will love you.



Julie Ferman 02:59

Well, yeah. And you know, it's it's instinctive babies of the best flirts ever. Isn't that true? We unlearn How to Flirt as we get older, because oh, we get afraid and we get wounded. And what will people think? You know, babies don't care.



Scot McKay 03:12

Babies don't care. You know, I live in. I know you do, too. You are. You're split time between Los Angeles and Santa Fe, New Mexico.

 Julie Ferman 03:21

Yeah. How does that sound for a great way to live? Oh, yeah, for sure.

 Scot McKay 03:25

And in the Mexican American culture, there's actually a term for innocent baby flirting, they just call it cat that is coquettish, which is an English term. But apparently in Mexican Spanish, that's a term that's much more mainstream. It's used quite often. Whereas if someone's coquettish in English, we just say they're flirtatious. But I mean, to get on with it, but yeah, that's exactly what happens. Like you're having breakfast. And this little two year old girl with pigtails, you know, pokes her head up at the booth in front of you just wrinkles, her nose at you.

 Julie Ferman 04:01

There's nothing more adorable. I think I'm gonna change my middle name to coke cat

 Scot McKay 04:05

Cata Well, you know, you could write like a melodrama or comedy or something like that. And have one of the one of the characters be named coqueta. Oh, that's perfect. And just have her be like really sweaty?

 Julie Ferman 04:19

Do you want to know what the three levels of flirting are? I've got it down to a quick little 30 seconds.

 Scot McKay 04:23

Yeah, I would love to hear that. And then we can go produce our movie that has a Madeline Kahn, Madame shoot all right character in it and named her Rocco Cata. Sign me up. Alright, project. Tell me about those three levels of flirting. I was born to hear those.

 Julie Ferman 04:35

Yeah. The first level of flirting is what we call turning the cab light on and guys are begging me to beg women to do this because especially since me two thing happened. And especially since COVID happened. We've all gotten kind of out of practice with flirting so it's really up to the

women. And so often when two people have found each other I asked them How'd you meet? How'd you meet? She got in there and stirred apart. So it's cutting the cab light on smiling, looking at him directly in the eye, looking away, and then looking back and smiling again. And then he knows that the smile is for him. Then you find yourself in each other's vicinity, somebody makes a move, and you start chatting about absolutely nothing. And the third part is so critical. I want all women out there to have a calling card so that she can just say, Scott them so much fun to chat with you today. Here's how to find me. Oh, and by the way, my friends and I plan some really fun singles parties. If you happen to be single, we'll invite you. Wow, you got this down? Oh, yeah, baby. 33 years I've been doing this.



Scot McKay 05:39

Alright, so a couple things. First of all, for everybody west of the Hudson, what is turning on your cab light mean?



Julie Ferman 05:47

Well, that means, you know, if you're looking for a cab in big city of New York, and you see that the cab light is on, you know that they're open for business. So that's what we have to do. We have to let guys know that we're accessible, that we're willing to engage with them. And if we're looking down at our phone, or if we have a scowl on our face, who wants to come up to that right?



Scot McKay 06:09

Well, wait a second, if you're looking at your phone, maybe you're looking for the available Uber driver, because you know, the whole cab lay thing is starting to feel expensive in the year 2023.



Julie Ferman 06:17

You know, it's funny, I was in LA and I could not get an Uber driver to take me to the airport could not they kept canceling it. It was so frustrating. So I went the old fashioned cab way and I got there cheaper.



Scot McKay 06:28

Really? Yeah. Yeah. If you have a lot of luggage, you have to go Uber Black can get pricey.



Julie Ferman 06:34

No kidding. Or if it's just a surge time, and it's just become so unreliable, especially in the big cities. That's when I realized you know, people are just not trustworthy. Like they used to be. You can count on people to not be trustworthy now.



Scot McKay 06:48

Oh, yeah, that's so true. That's a whole podcast in and of itself. But you know, for now, calculate it is alright. Yeah, you talked about all these women acting all cat and smiling and looking away looking over their shoulder, which is universally sexy for some reason. That's unknown. Actually, I know the reason but we're not going to get down that rabbit hole. But what's going on? Is a lot of guys out there thinking that's happened to me? Never. I mean, we Yeah, sure. Julie. And Scot women are just looking at me smiling and looking over their shoulders and you know, trying to be all flirty with me constantly. Are guys just missing it? Or does the guy have to kind of have a cabinet of his own that shows he's good to flirt with? And it may be? And hopefully it's something different than being genetically gifted. What's that?



Julie Ferman 07:35

Genetically get to? It's like anything else? It's an energetic exchange. So if this guy is sitting over in the corner, pouting, looking at his phone, staring at the newspaper, he's not available for engagement. Both people have to be at some level willing and accessible or ain't nothing gonna happen.



Scot McKay 07:52

Yeah, how about that? All those people out there men and women who go out there with resting bitchface and think like, well, nobody wants to talk to me. What's wrong, other gender are just jerks.



Julie Ferman 08:03

Back in the day, when I used to be hormonal, I'm old enough. Now I'm not hormonal anymore. But in the day that I was, I would be in a really bad mood. I'm like, I just need you to put your arms around me and hug me. And he's like, that's the last thing I feel like doing right now. Bitch.



Scot McKay 08:16

I understand. See, that's married life. But truthfully, I get asked often, what do women want? And a lot of times women will roll their eyes when they hear I actually have an answer. And what I tell them is exactly what you just said, or a paraphrase thereof. Right? Which is women want a man who can hold them, tell them everything's gonna be okay and be believable.



Julie Ferman 08:36

Yeah, and women are always needing it's instinctive. We need security, we need to know that we're safe. And if a guy kind of carries that level of trustworthiness in his persona, Whoa, it's as simple as we're watching each other's behavior at the Starbucks anywhere the couch and we

simple as we're watching each other's behavior at the Starbucks anywhere the carwash and we watch a guy, hold the door open for somebody that tells us right then and there, okay, this guy's got, you know, courteousness. He's aware of what's going on around him. As opposed to if you see some guy walk out the door at the at the carwash and slam the door slams on some sweet old lady. What does that tell you about that guy?



Scot McKay 09:18

I've used that exact analogy before. Really like Mr. Nice Guy holds the door with this big cheesy grin on his face for this 22 year old supermodel but it's slam on the grandma behind her. Exactly. That's not love for women that's just being sex focused.



Julie Ferman 09:33

Yeah, it's what you do to everybody. You know, where you really practice your people skills is on the road, and it's where I watch how people and we do one thing we do a lot of other things the same way, right. So I watch how people's character shows up when they're behind the wheel. Yeah, yes, it's sort



Scot McKay 09:53

of anonymous. And the firearms come out, right.



Julie Ferman 09:58

Oh, we just cut somebody. Oh my god, that was my boss.



Scot McKay 10:03

Yeah, you're kind of mentioning that T Harv Eker ish principle of how you do anything is how you do everything.



Julie Ferman 10:09

Exactly. That is exactly what I look for. I look for evidence of who they really are good, bad or ugly. I want to know. So I like to watch it like that. That was that movie I like to watch. It's not the



Scot McKay 10:25

good, bad and the ugly. I'll tell you that. No, it's not. Whatever that movie is. I don't think my wife would want to watch



Julie Ferman 10:31

it with me. Chauncey Gardner was main character. Yeah. Okay. Well, it sounds like a shooting there. It's called being there



Scot McKay 10:38

being there. I see. Now, that's a chick flick, isn't it? No, my



Julie Ferman 10:42

husband loves it. And he's the one who always says, I like to watch because it came from that show.



Scot McKay 10:47

Well, maybe my wife and I should watch because you know, we do like to watch



Julie Ferman 10:50

movies. Hilarious. It's a good one. Yeah.



Scot McKay 10:53

There's a lot of hidden gem movies out there. But anyway, don't want to digress. You're talking about a guy's energy being flirtatious energy, and a woman reciprocating that both people there in that scenario are ready to meet each other. They're ready to flirt. And this



Julie Ferman 11:13

guy has to be careful about the way he flirts because if he comes on like a pickup artist, then the good girls would be like, oh, yeah, right. I'm rolling my eyes. And I'm giving you the name of a porn, the number of a porn site instead of my real number.



Scot McKay 11:27

Oh, 100%? For sure. For sure. Yeah, we've covered that on the show. These are good guys listening to this show. Julie. They're pretty, pretty high character guys who are mostly relationship oriented?



Julie Ferman 11:30



Julie Ferman 11:36

Where are they need to sign up on my website? So I can find them and match them?



Scot McKay 11:41

Well see, my job is to help them find their own.



Julie Ferman 11:44

Well, yeah. And I want them to to, but what would be the problem with he's finding his own. And you just got a call from the matchmaker saying, Oh, my God, John, I have a woman for you. She's around the corner. Here's her profile. Here's her photos, what do you think doesn't cost him a dime?



Scot McKay 11:57

Wow. So you're getting guys in the door and matching them to women who are customers?



Julie Ferman 12:03

Well, both both ways. I have a huge database. We call it a database of 36,000 people. I've registered for 20 years, and two thirds of them. Scot are females. Guys are so much harder to find, and I don't care who's paying me. I will do introductions. Why? Because I was the consumer first. My husband, oh, he took my 14 150 bucks at his dating agency. And I'm the one who forked out the dough. And then I realized later Oh, my God, his his database is pretty lacking. So I knocked on his door and said, Hey, what's the story with you, pal? I did the flirting. I said, I looked in the G book under Gil, and I didn't see you What's the story with you? And he said, Well, I'm not supposed to ask out my members. And I thought, Damn another good guy I can't date. So I said, What if one of your members asked you out? And he said, if she's cute, I'd probably go. I said, Come on. Let's go have a beer. And then five weeks later, we got engaged. And five months later, we got married. And that was 33 years ago.



Scot McKay 13:03

Wow. How about that? So you move very quickly, probably because you were spending a lot of time together. It wasn't like a long distance thing.



Julie Ferman 13:09

No, it's real simple. I need to get it. I needed to get him down the aisle before he knew what the hell a PMS cycle was.



Scot McKay 13:16





SCOT MCKay 13:16

Yeah, well, there you go. Yeah, it was 44



Julie Ferman 13:19

never married. He'd never lived with a woman before except for his sisters. So he didn't know what comes with us. And I needed to make sure that he didn't know the whole story until the deep was done.



Scot McKay 13:30

Something tells me I don't want to go they're not gonna scare more guys away from you know, believing women are the sweet, fluffy, precious creatures who just like to giggle you know?



Julie Ferman 13:41

Well, you know, the truth of it is we're all flawed. We've all got stuff going on. But it both people have a commitment to commitment. And if both people are willing to learn and grow, make apologies, forgive and stick together come thicker, thin relationships are a beautiful thing. And they're worth having.



Scot McKay 14:00

Yeah, that forgiveness part is huge. When people start holding grudges and small things, you know, fester into larger things over a period of months and years. That's when you're destined for divorce court. And it all started with some things small or a series of small some things. And then the next thing you know, you don't even know why you can't stand each other. You just know you want out?



Julie Ferman 14:21

Yeah, I think it's good to kind of be naive a little bit when we walk into marriage because if we knew everything, we probably would never get married. And it's it's kind of nice to grow together and to be sad and frustrated together and work through it together. That's what love and life is all about. Well, I



Scot McKay 14:42

think no matter what happens, life's gonna throw you something unexpected without us having to work at it. I mean, that's the way life has been for our family. Emily and I going on 18 years now. And we adore each other. I think there was a 95 five factor when we finally got married nine months after we met I say finally. But again, we were joined at the hip pretty much from day one. That you know, I was finding out things about her later on. But nothing's been a deal breaker of course, I think at least the huge deal breaker things like how do you spend money?

How do you raise kids? Who do you pray for? Who do you vote for? Wait, you and I've been going out for three years. And now I realize you don't want to have a hamburger because you're a vegan, you know, those kinds of things have to be covered first, right? You know, but the little things like the little nuances, minor skeletons in the closet, those can come out later. And I think you have to deal. But man, I tell you what, as much as a couple might want to build this happy, shiny life together, life happens around you and you've got to deal with it. Man, I'm so much happier. In general that I have this little chick to go through life with and going in alone or with someone I can't stand that much is for sure.

 Julie Ferman 15:47

I love it. I love your relationship, the way you talked about it. There's something that I'm passionate about, which is making the dash that is between relationships, really beautiful. You know, that poem about the dash that our life is between birth and death. I think of the time in between relationships as being another type of a dash. And I want to be full of growth. Laughter joy, expansion, contribution adventure. That's what I want for people.

 Scot McKay 16:19

Julie, I think most people it's DoorDash. Nowadays. That's it. That's the extent of it. I completely left you flat footed. I'm so sorry. Continue are

 Julie Ferman 16:30

so cute. Yeah, I want people to enjoy the process of dating. I want them to be good at it. And I want them to not be so concerned about what's the result dating to find my one so that I can be not dating anymore and have a relationship? No. How about dating with the idea? What can I learn from this person? What am I curious about? What can I share with this person? How can I make this person smile? How can I make this one hour of my life and this person's life truly memorable? Whether it ends up being another date or not?

 Scot McKay 17:04

Yeah, you know, that brings us back to the central topic of this podcast, which is too busy for women, which is pandemic in the society, especially post pandemic. It's like the new pandemic, that had people being just devoid of social skill for some reason, which you already mentioned, which I agree with wholeheartedly, by the way. But it seems like a lot of people do all this planning in their head, you know, kind of in their off hours, because in a moment of downtime, maybe they're procrastinating, but they kind of weasel into their life, these ideas of what I should be doing and who I want to date and life is what happens while we're making other plans. You know, we're just full of platitudes today, aren't we? Yeah. So what happens is, people talk about it, people think about it, men masturbate to it on porn, but we never get around to meeting people. And women will blame it on having to have a career and get ahead in their business. And then they wake up at age 40. And oh, my gosh, I need to have a baby. Like within the next nine months for my eggs will triumph. And men are busy with their careers with their adventures. They're busy in their head saying I'm never gonna get married because then

I'll be tied down. Those people don't like me very much. Because I'm living proof. You can have more adventures than ever. After you have the right woman in your life. And kids do by the way. But people just get too busy. And they're also too busy to flirt. You were talking about this idea of flirt readiness before, which I think is fantastic. See, because in my mind, I realized guys tend to flirt in a binary way. And this is a well traveled topic on this show. Guys have an on off switch when it comes to flirting, either I'm going to telegraph lurid sexual interest at you, like you mentioned with the pickup artists, or I'm just going to ignore you and pretend you don't exist because you might reject me. Meanwhile, women have like this dial this flirt dial right. By the way, I love database. You know, as a branding guy, I'm smacking myself in the head to be thought of that myself. That's amazing. All right. So women have a flirt dial right? They can talk to another man and simply acknowledge that he's male, and he acknowledged he's female. And then from there, it can get a little more interesting. And then about five, it starts to turn into sexual innuendo. And then by nine or 10. You know, it's really titillating. Right. But men don't understand that men don't understand that even if I'm married happily and standing next to my wife, right there at the grocery store checkout line. I can talk to the woman who's bringing up my groceries like she's a woman. It's not sexual at all. You know, that's why a two year old toddler can rake your nose at me and it's of course completely innocent. I think a lot of guys, especially with the whole Jeffrey Epstein phenomenon, et cetera, et cetera. Me too. They don't even know how to handle a two year old little girl wrinkling their nose at them. All you do is wave back and say oh, she So cute. You're not a creep for doing that. You're not there's nothing wrong with you for doing that. But I think a lot of guys have such a binary vision of flirting that they think there is something wrong with them for even acknowledging that a baby is female. I mean, I hope I'm coming off correctly here. You know what I'm talking about?

 Julie Ferman 20:17

I do. And you know what I think is true about people being so busy, it's just an easier way to be than it is to be connected with other human beings. We're all afraid of each other. So we get busy, we stay busy, and we're so busy. You know, it's real simple. When somebody wants to get together with another human being, Hey, you want to have dinner sometime? You ought to go on that hike that we talked about Scott, tell you what, I'm free on Saturday morning, and I'm free on Wednesday afternoon or after get back in town on the 16th going to do it, pick a day. Just just do it. Don't tell him what you're doing how busy you are. We can't do it Tuesday, because I got my kids to like soccer thing and we'll can't do it Wednesday. He doesn't care. I tell women this all the time that guys don't care. All they're hearing is roadblock, roadblock. And if a guy's doing it, too, oh, I can't do that. Because I got this. I got that I got all this stuff going on. Yeah, well, that's a lot easier than dealing with human emotion, which is what happens when we're dating and in relationship. I think a lot of this busyness is just a big fat. Simple excuse.

 Scot McKay 21:19

I agree with you. 1,000%. What happens is when two busy people find the right person, Julie, these huge chasms of time somehow start magically showing up in their schedule for them to spend time together. Yeah, a miracle it is I'm telling you.

 Julie Ferman 21:35

Yeah, you know, it's like distance to time and distance. It may be a royal pain in the ass early on to fit each other in. But once there's a connection or mountains will move, I had this great couple that I wanted to introduce in the middle of COVID. And he's a snoot about not wanting to drive on the freeways in LA. So we had to have everybody near Pasadena, where he lived. So I was very limited as his matchmaker in terms of who I could introduce him to. And he was super selective visually. So we wanted a girl who looked like this and that, but she had to be within a five mile radius. So it was crazy. So during COVID, I found this woman I'm like, Hey, Bill, you want to you want to meet her. He's like, Oh my gosh, yes. And especially during COVID, maybe we can meet by zoom or whatever cooked together, because it was the middle of lockdown. And I called her up, though she wasn't living there anymore. She moved down to San Diego to help her mom out. And her mom had this big, huge monster home. And she thought, well, I'll just work remotely from down here. So I put the two of them together on a zoom call. It definitely wasn't convenient, right San Diego to Pasadena. But they fell in love over zoom. They had wine tasting together, they cook the same recipes, he would send her a bottle of wine. Their first date was in Newport Beach at her aunt's house, she made the whole dinner and they were on her patio and they ended up in the pool. And it wasn't convenient at all at the beginning. But now they have this awesome relationship split between Pasadena and San Diego and one weekend. He's there another weekend. She's there. Sometimes they go to Peru. I mean, it's amazing.



Scot McKay 23:14

Well, I'll tell you, I'm fascinated by how you brought fear into this conversation relative to being too busy. Because when you find the right person, and now all of a sudden you have all this time, it really is exposed as an excuse. Yeah. And I think most excuses in general are fear based.



Julie Ferman 23:34

Absolutely. Very well said,



Scot McKay 23:37

like procrastination. Most people are afraid that they won't do well, or the job will get botched or they won't be appreciated for it, or everybody will criticize them. It's always a matter of fear when we choose to run away from something.



Julie Ferman 23:52

Yeah. And you know, it takes real courage is acknowledging that.



Scot McKay 23:55

Well, that's the first step, isn't it? Yeah. Why am I making this excuse that I'm so busy? What is it that I'm trying to avoid? Maybe it's avoiding not knowing about PMS cycles until you're

already married? I don't know could be anything. It could be I've been hurt in the past. It could be I've been reading so many red pill articles and watching too many MIG tau videos on YouTube and I'd become jaded. It could be I'm too old, too fat, too ugly, too poor for this. Instead of maybe lifting yourself up by your own bootstraps. I know that's a horrible thing to say nowadays, because it makes you into a terrible terroristic person to expect someone to actually not be a victim nowadays. I go there anyway. Right. Right. And people men in particular had to take the lead and they had to get over themselves a little bit. I mean, I think that's another problem. Julis people are so self absorbed. So self focused, because they've been spending so much time with themselves. I mean, that started with the internet, but it was just exam masturbated by COVID, that now the idea of getting out of that comfort familiarity zone and getting out there doing something involving other people, let alone a woman who could reject them. Just seems like they can't even it's too much. You know,

 Julie Ferman 25:15

I have the antidote to that. Do it. Let's do this thing. I discovered it yesterday, I had to fix my husband's Google account. You know, somehow I was just made a mistake. We had to reset everything. It was going to take six hours, right? For Google to determine that, yes, it was actually us trying to mess with the account. So my husband was without his phone. I said, Honey, are you going to be okay, like for six hours without your phone? And he got all excited? He said, Yes, I'll, I'll just pretend it's like the old days when I actually was present, looking around and talking to people like normal people used to. And he had a beautiful day yesterday. And he said, one of the reasons why is because he didn't have his phone anywhere near him. You really want to shake things up in your life? Leave your stupid phone and all of your devices at home and go out for a day and look people in the eye and smile?

 Scot McKay 26:02

Well, first of all, Google will let a random hacker have control of your account and like a second and a half, but they need eight hours to get the real person who actually belongs to verified. Great, right. Yeah, right. From the technology. Yeah. Yeah. I mean, if it is a company and you owe money to them, they'll take your money right now. If they owe you money, the cheque will be in the mail four to six weeks from now, even though it's the year 2023.

 Julie Ferman 26:25

Welcome to the world of trust is because we don't trust each other. Do the right, the morality and the courteousness has just gotten worse and worse. First, there were cars like you know, people treat each other really badly in the big cities on the freeways. But then now with our devices, we can be whoever we want to be, we can say whatever we want. Common courtesy has gone out the window.

 Scot McKay 26:52

Yeah, I agree. And people are wimps they put out, they hide behind the anonymity of the internet, or the insulation of being able to click an off switch. And it's just, it's a disaster. It's pathetic. is what it is. And I talk about this nowadays. in terms of silent tantrums. That's what

I've been talking about with guys lately. Whereas, you know, if someone is on Twitter, and they say something you don't like, or someone on Facebook, you know, has a dissenting opinion. And oh, my God, it might actually be valid, you blocked them. You just cut them off. And I call that a silent tantrum. You know, no one will ever really know what the emotions looked like, because you did it all in secret. But the whole, I block you because you don't agree with me, or just running away from things, I think is a symptom of the larger problem that is facing society nowadays, which is we think we're connected. We think we have lots of friends. And really, we're just stacking numbers of friends and compiling statistics and saying, oh, man, look how popular I am. And there are no actual real human beings ever involved anymore. It's crazy.

J

Julie Ferman 28:00

Yeah. And how about when I got a super nasty review about me and my sweet company, which is like my third child, I'm the most ethical matchmaker living on the planet, I get this nasty review from somebody who did a consultation with me. And I don't promise introductions at consultations. I can't it's an hour, it's two hours of my time, one hour of their time. And I do a great job with it. So she writes this horrible, horrible review, but it's not under her real name, so I can't reach out and talk to her. So it's just there like a stain. And it's just, it's, it represents how Halloweeny how much we need, we've all become.



Scot McKay 28:42

I've had similar things happen. I've had people write me, for example. And this has happened relatively recently, in an attempt to Ford my email to another guy who they think would get something out of it. Women in particular will do this to guys who they think need a little sharpening up like their brother or their cousin or something. Well, here's the email I wanted to send you. I don't like this guy. I don't like how he puts women who are bikinis at the top of his newsletter. I don't like his macho attitude. But he's right on on this one. I want you to see it. But instead of for it to get to the guy, she hit reply, and it ends up in my mailbox, right? And I don't respond to it, you know, a big wham over this. I got 60,000 people on my email list currently, and I got to have a thick skin or I'll die here. That's right. Right. So what happens is, the next morning I get a panic email from her scolding me and lecturing me. Don't print it. Don't use my name. Don't talk about it while I'm talking about it now. So I guess I'm violating her trust, aren't I? But I'm not telling you who she was where she was from or reprinting it or giving you the gory details. But it's just so indicative of what you're saying is she wouldn't tell me this to my face. And when she realized she just did, she became white as a sheet and then have responded not contritely, but with threats. You know, I mean, it's just it's a fear fest out there, man.

J

Julie Ferman 30:07

It is a fear Fest and call me nuts. But I'm, I'm nuts, but I'm afraid. But I'm more hopeful about the impact I can make in people's lives now than ever. Because it is so nasty. And it's like, I spend time with people and they're like, wait a minute, you actually believe in love, you actually are loving, you're actually the real deal. You're actually helping people find relationships and get along with each other. I'm like, yeah, so because there's such a vacuum, that kind of work that you and I do is so badly needed. People like love us, and they just follow

us around. And what can I do with you next, and it's why I created a boot camp, because there's this huge gap between the consultation that I offer, and personal matchmaking, because honestly, most people should not hire a matchmaker. Do you want to know why? They should hire me instead? Well, yeah, they should do the coaching first. Absolutely.



Scot McKay 31:07

The matchmaker should work together more. Well,



Julie Ferman 31:09

we try to but here's the issue. People who come to matchmakers typically have been striking out for whatever the reasons are, but they just want somebody to fix it, just get it duly match me just match me, come on, match me with the perfect person. Well, you know, I gotta, I gotta Genie sitting here on my desk, and that's who I'm going to be in my next life, I'm going to charge everybody \$100,000, I'm going to be able to just whip it out of a hat, you know, like, build a bow workshop, and I'm going to be so wealthy, I'm going to solve all the problems in the world with the money I'm going to make. But in this lifetime, you know, I don't have anything if I want to make an introduction until I've got the yes from the guy who want to know why. Tell you know why? You know why? Because tell me, if you are a single guy, and you really want relationship, I don't care how persuasive that Matchmaker is, until you know about this person, especially until you see a photo of this person face shot and body shot, there is nothing I can do to inspire you to want to get up off the couch or off of your computer and go out and and court her properly. You need to be attracted first.



Scot McKay 32:19

Absolutely. All these guys who are trying to impress women with all their credentials, all these people out there men and women trying to look for common interests and Ermahgerd. You and I like the same band, none of that matters of wit until they're attracted to each other. Then when they're attracted to each other, every little thing is a sign from God Himself that you're perfect for each other, you know, that the thing that



Julie Ferman 32:45

women don't know, is, and I tell them every day in my life 100 times over that it has to start with the attraction level at a sufficient level for the guy, you guys have equipment it needs to work in order for the species to survive. It's that basic. And women think all if I can, if I like that hot guy at the bar, I'm just going to target him. Ah, first, you got to know is this guy single? Is he available? Does he want a relationship? Number two, does he think you're attractive? Does he find you attractive? And if my sister says, we only have a shot with the guy who thinks we're hot, and it's so true?



Scot McKay 33:22

Well, I think that kind of goes both directions, as well. You know, there has to be interest level

well, I think that kind of goes both directions, as well. You know, there has to be interest level on the woman's part of the guy's not going to get anywhere. And a first impression does matter, doesn't it?

 Julie Ferman 33:32

Well, yeah. But here's the secret. You guys should know this. And all the guys listening, it's going to be such good news. We have a far better ability than you guys do to develop attraction over time. We have a term for it. We call it the Adam Sandler effect. So what that means is, if I might, I might take a look at you from across a crowded room And that guy is not really my type, you know, but you know, nice guy. But then all of a sudden, you make me laugh, you change my tire. You seem to me to be somebody who's trustworthy. And by the second time I'm with you, by the third time I'm with you, I find you adorable and I actually would kiss you. That's the power that we have as women. If we sense character, kindness, humor, fun, security, safety, you bet we want to kiss you.

 Scot McKay 34:21

Yeah, it's all about security and safety. Then if you can make her laugh, that's a superpower. Then the clothes fall off, Julie.

 Julie Ferman 34:27

You know, it's funny, though. Women say I want a guy you can make me laugh. Yeah, good luck with that. I know women who cannot be made to laugh.

 Scot McKay 34:34

That's a personal problem that's on that's not on the guy.

 Julie Ferman 34:38

But it's like you know, the woman with a scowl on her face wondering why you're approaching her. It's like, come on, you got to bring your laugh with you. For goodness sake.

 Scot McKay 34:48

One time my wife and I were getting on a flight and we were walking through business class and there was this woman basically manspreading you know, the female version of it. Lovely look in her laptop like She was angry at the frickin world and she was in control of it at the same time. And as soon as we got past her seat, I whispered into my wife's here. I know why she's single. Yeah. And she just started busted out laughing. That woman turns around all I know, like, What are you laughing at? That last part didn't happen, but I would have loved had to did. Anyway, it sounds like people are really scared more than they're busy. Because



everybody's got to say 24 hours in a day. It's just a matter of what are you prioritizing, and you're going to D prioritize that what you're procrastinating against, because you're scared of it. And I think a lot of people just straight up, flat out are procrastinating when it comes to finding love. Julie, they know they don't have their entire life to figure this out. They know as soon as they find the right person, they're going to wish they would have found this person a long time before they started procrastinating. All of us, like you said, we know this, we should do this. But yet we wake up tomorrow. And we keep doing what we did yesterday. And we blame it on busyness because in the year 2023. How Yeah, we got to blame it on something other than ourselves. Right? Yeah,

 Julie Ferman 36:04

right. It's hilarious. Well, I tell you, I am hopeful. And I have a lot of faith that we're going to be able to get through this mess. The messes that are out there are just causing good people like you and me to innovate. So I was doing some analysis yesterday, because because of COVID. And the way we all had to start working from home and doing our zoom calls and all of that I had already started because I've moved to half of my life to Santa Fe and I did most of my work in my Santa Fe office. But it's really been fascinating, because I've developed all these efficiencies, scheduling, calls, doing zooms, payment online, I can do so much more for people so much more efficiently. And the work that I get to do for people is so much of a blessing because you know, they're you're looking for love and all of a sudden thing ding ding, you get a text message. And it's your matchmaker saying, Hey, Scott, you know, when we got together for that Zoom consultation a year and a half ago, well, guess what? I have somebody awesome for you to consider him a senator profile over so you can look at it. If you're interested. You just click the Yes button or tell me and then I get to pitch you to her. And if she says yes, guess what? You get to meet her. What do I have to pay money? Do I have to pay money? No, you don't. All we did was a consultation. And this is a free introduction. And isn't that lovely? I call it a mitzvah match. Do you know what a Mitzvah is,

 Scot McKay 37:23

like a Bar Mitzvah or a bat mitzvah?

 Julie Ferman 37:26

It's a Jewish charm, my husband's Jewish and it's a blessing. It's a good deed. So during COVID, I was bored stiff, because all 10 of my personal matchmaking clients went on inactive status. Nobody knew how bad it was going to be. Nobody wanted to meet out there in the real world. So I figured I'm either going to develop a five o'clock Martini habit, or I'm going to start doing what I always wanted to do, which is let's make introductions for free. In other words,

 Scot McKay 37:50

you have to get for Snickers or you'll end up Michigan.

 Julie Ferman 37:54

You got it. So I started doing introductions for free as a test to see what would happen if I started introducing people, not just the people who were spending \$10,000. What if I decided I wanted to introduce Emily and Scot without either one of them being my \$10,000 client? What might happen? It had never been done before. And it was amazing. I'm seeing even more of a success rate with my free introductions than I am for my high level client introductions. Why do you think that would be

 Scot McKay 38:26

because you're a troublemaker, not a matchmaker.

 Julie Ferman 38:29

I am a troublemaker. Matchmakers are so mad at me for doing it. But I don't care. Because I always wanted to know what would happen. And I also wanted to know, is there like, a problem with people who go and hire matchmakers is like, there's a reason why they're not doing better. And sometimes there is, and matchmakers can't solve the problem, not without coaching, not without feedback. Hey, Scott, you know what? I've gotten some pretty consistent feedback. I wonder if you would want to hop on the phone and talk about it. I make you beg for it, you'd say? Well, I don't know. I think I'm doing pretty well. And I say, Well, I've heard some things that might be helpful for you to hear, but you have to really want it. So if you want it and you want me to tell you like your big sister, jump on a call with me. And I'll tell you, I make them beg for it. And then I can say, here's the deal, Sweetie, you're going in for the kiss way earlier than it would be appropriate and it's gross. And the girls out. Can you cut that out?

 Scot McKay 39:26

Well, it's your straightforward about it.

 Julie Ferman 39:28

Yeah, but I'm like big sisterly warm, sweet. I mean, sometimes I'll take it a little farther than than I should. And I'll regret it and I'll you know, apologize. But for the most part, I gotta say the things that nobody else is gonna say, if he's got bad breath, and I'm hearing about it, if his teeth are crooked in yellow, and that's why the girl doesn't want to kiss him. Well, he should probably know about it. So because that's something you could fix.

 Scot McKay 39:50

Yeah, yeah. You know, as a coach, I have to level the same information sometimes, especially out in field and I try to be authentic about it, because I'm certainly not perfect. And I don't want to come off like, I'm holier than thou or whatever. So you have to actually do this with a nice bedside manner. But I mean, if that message is never delivered, then that person is going to

continue on making the same mistakes or in the same state they were before and never improve. And by gradually, that's what they pay us to do is help them get the right person into their life.

 Julie Ferman 40:21

Yeah, I just love having the chance to do both coaching and matchmaking. My last two weddings are so incredible. Neither one of these guys was going to get there without a lot of beautiful, wonderful hand holding. They were both widowed. And then one guy had had another marriage after that, that was just awful. And what was he doing on his days, he was talking about it over and over. And the other guy who was widowed was talking about his former wife over and over. So through enough feedback and practice literally role playing, how can you tell that story in 30 seconds instead of 15? Oh, it can't be Oh, yes, it can. And I'll roleplay with him. Get it down to three minutes. Okay, Scott, that was great. You did it in three minutes. Now do it again. 30 seconds and only hit the high notes. Don't bring the the yucky stuff, just tell me the story in a positive way. 30 seconds go.

 Scot McKay 41:15

Well, you know what, I'll tell you what, darn Skippy, for sure. Women don't have time to hear 15 minutes worth of sad stories on a date, or hear you recount all your stories about your wonderful deceased wife or your exes. God forbid, we're all too busy for that. So we go on dates, and we aren't efficient. I mean, maybe this is sad, but true. But we do have to be more efficient. I mean, look at apps. Apps are like you have a millisecond to decide whether you're going to pursue something with this person or not. I mean, if you're actually on hinge, maybe you read through a few things. But it's almost feeling like eHarmony and match.com. Nope, ain't nobody got time for them anymore, just too much to go through. And yet, this is the most important thing in people's lives, and they're too busy for it. That's the irony, I've always found to be the case.

 Julie Ferman 42:04

I think brevity is a blessing. My husband and I have this really fun social group, I run it for him. It's just a blast. If you ever come to Santa Fe, you know, come to one of our parties. But what I asked people to do in the last one, I got myself a microphone, you know, one of those portable mics, good quality one. And we did that stand up, you know, but you had to do it. You could say anything you wanted, it had to be less than 60 seconds, we had a shepherd's hook, so we could like pull them off the stage. If they went on too long. We had I bought a gong, and that was the second thing, you know, we would like threaten them with the shepherd's hook or hit the gong, you know, and everybody did it. And they practice their stuff. It was a really good exercise. And even my husband who never ever ever takes the microphone never does public speaking. He practiced it. He got up there. And he did just fine.

 Scot McKay 42:51

Yeah, you know, the first time I did open mic night, I was really nervous. Because I figured I'd have to measure up to everybody else who was up there. And you know, since I'm the frog, I do

have to measure up to everybody else who was up there. And you know, since I'm the only, I go last right? If they have time. And I'll never forget it. The first three people were so unfunny that the audience was almost rooting against them. And my wife looked at me and said, You got this? Oh, yeah, you're already funnier than all these guys put together. And so then all of them bombed out. And it's an hour and a half. Open mic night. By the time I got up there, there were 45 minutes left. Right.

 Julie Ferman 43:26

Did you take it all up? Did you just keep on going for 45 minutes?

 Scot McKay 43:29

It's a funny story. I mean, you can probably predict it based on having known me for two podcasts now. But I got up there and I did my tight five and I had to bring the audience back from you know, as Mike Tyson said Bolivian I mean, they were gone. You know what I mean? Yeah. And then I was done. And they were actually laughing again. By the way, this is why the guy who is the opening act, at a comedy show for the headliner, usually has to be incredibly funny, and a major up and comer because he has to warm the audience up. So by the time the headliner comes on, they're already laughing. This was the opposite. I had to dig them out of the abyss. And in five minutes, I did that and the guy who is the owner of the place just kind of gave me that little sign up in the air like, you know, going around like keep it going, right? Yep. So I just started working the room like Buddy Hackett was like you sir. You look like a tourist. Where are you from? He goes, I'm from Philadelphia, Pennsylvania. I go, Oh, filthy Delphia and everybody starts laughing and then from there I literally just kept going working the room and I've been hooked ever since to being funny. You know,

 Julie Ferman 44:32

hilarious. You and I could do a really fun show together.

 Scot McKay 44:36

Oh, yeah, for sure. For sure. Yeah. Yeah, that's that's a given I'd love working with other people. I've taken guys out and field who really need to get out of their comfort zone. And it's either surprising them with stand up mic night where they can be, you know, up there doing comedy with me and they're horrified but then glad they did it. Or karaoke. Karaoke is the other one that's really an icebreaker.

 Julie Ferman 44:58

I'll do karaoke with you and Your time when we come to San Antonio next, which is hasn't happened in a long time, but it will. Let's go do karaoke.





Scot McKay 45:06

Yeah. You know our favorite karaoke place shut downs, we have to find a different one. But Emily and I before you know we got well, too busy. We used to let's



Julie Ferman 45:18

come on, what are you afraid of?



Scot McKay 45:20

What am I afraid? I'm afraid of losing my voice next day and not being able to do podcast. My wife and I used to be known citywide for shutting down the place at like 153 with a stirring rendition of the duet from Meatloaf, Paradise by the Dashboard Light.



Julie Ferman 45:41

Oh my god, I can't wait to crush it. I really like your match. This is really cool. I like you and Emily together a lot. Oh, yeah,



Scot McKay 45:48

we're perfect for each other. And it's funny because I always said to myself, when I heard that song, if I could find a wife who could do that song karaoke with me, that would be my honey. And it's funny because she became that person after I married her. So just it's kind of funny how life works. Anyway, this has been a fantastic conversation. And we could talk all day about all sorts of things. Gentlemen, this is what happens when people who have a combined total of a half century of dating and relationship, expertise and experience come together, we talk about anything and everything flirting, men and women meeting each other being shy, whatever it takes, and a little bit about being too busy for women also mixed in there. But it's been a great show with a whole lot of very actionable information. And Julie, you're a true gem. And what I want to do is I want to send these guys to JulieFurman.com, where you can find out all about Julie Furman Cupid's coach. And you can certainly go to mountaintop podcast dot conference slash Furman to get there too, if you want to get there the way we typically do around here, which is mountaintop podcast.com front slash one simple word you can remember which in this case is Furman F, E R, M A N But I told Julie ahead of time that I'm also going to put a folder on my server that fu R ma N for those of you who live in South Carolina and know the university just in case you want to spell it that way. So mountaintop podcast.com front slash Furman. And when they go there, Julie, what are they going to find out? I bet you got lots of great things over there



Julie Ferman 47:23

is the best thing in the whole world. My husband calls it the lazy man's way to date because you just register it's private. It's free to be registered nobody browses and then I can find this young guy or this older guy, whoever he is, and consider him for referrals whether he's

spending money or not. I don't care. I want great men in my community.



Scot McKay 47:45

And you have the Cupid's coach podcast as well. Right?



Julie Ferman 47:47

That's right. And the most recent one was with Scot McKay when an incredible guy he is



Scot McKay 47:53

your way to con you're a charmer. You're one of those charmers. And I know I'm cooktop. Yeah, I know this because I'm a charmer to see ya takes one to know what her name is Julie Furman, Julie, what a delight. I appreciate you. I appreciate your work. And I definitely appreciate you stopping by and sharing your wisdom with these guys today.



Julie Ferman 48:12

Thank you, Scott. I love being here. How many back?



Scot McKay 48:14

Yeah, let's do this. Let's do this again real soon. Anytime. Yep, and gentlemen, be sure to go over to mountaintop podcast.com You can click the button at the upper right hand corner, get on my calendar, we can talk about you and the women who are not in your life yet but will soon be when you talk to me for free for 25 minutes. That's my initial consultation. That's what we do. won't cost you a dime. You can also get in on the latest master classes I do one every month. I have the entire catalog of the ones we've done thus far up there and you might be able to get in on the latest one as well when you're on that website, which can be found at Mountain Top podcast.com front slash masterclass. Also want to give a shout out as always to our wonderful sponsors origin and main is Jocko willings company, the jeans and the boots remain the flagship in my mind, but now they've got hunting gear BJJ gear if you guys are interested in that, all kinds of incredibly manly clothing and accessories at gear is just an amazing place over at origin nowadays. You can check them out by going to The Mountain Top podcast.com front slash origin. Also the guys at hero soap are coming out with new scents that make you smell like a man. As I've always told you gentlemen, if you've never taken a shower with a female human being using their bath gel you need to add that to your bucket list and get on over to The Mountain Top podcast.com front slash hero soap and get you some of that bath gel. Last but certainly not least, the everyday carry item that you have got to have in your pocket every day is the key part. You can stack up what's equivalent to the 21st century Swiss Army Knife in new and exciting ways. I've got a light I've got a pen I've got all sorts of crazy things I got a can opener on my keyboard and you can customize them with face plates of your choosing great stuff over at key port, mountaintop podcast.com front slash key port and when

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