# ONLINE DATING DOMINATION
### Version 2.0

# The Fast Track List

# INTRODUCTION

Within the following "cheat sheet", you'll find well over 100 instant improvements designed to put your online dating success on the fast track.

In order to have made the list, it was required that each respective suggestion cover a simple change that you can make RIGHT NOW, using a maximum of about a minute of your time each.

Some are overarching ideas that you'll be able to grasp easily, but the overwhelming majority of them involve making a very straightforward, objective quick change to your online dating presence and/or or strategy.

The beauty of this list is that every single bullet point on it is universally applicable to everyone…making them "no brainers" to implement.

You will notice, however, that some of the items are gender specific.  Regardless, knowing both what you *and* what MOTOS (members of the opposite sex) should bear in mind can only increase your personal effectiveness at presenting yourself AND screening potential dates.

Make no mistake about it.  If you're making *even one* of the crucial errors identified in this list, you could be cutting out *over half* your potential dating pool without even realizing it.

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Yet I'm giving you over 130 genius tweaks. Understanding that, you can begin to see how going carefully through this list could literally have an exponential impact on your online dating fortunes.
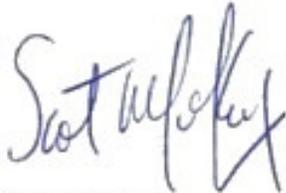
Please know that every single item on The Fast Track List was born of literally years of first-hand experience and having coached thousands of men and women to online dating success. All are fine-tuned and field-tested. There is no "trial and error" required. All of that time and energy has been spent ahead of time on your behalf.

As such, you should be able to implement all of what follows in *under two hours*. So yes…you are *guaranteed* to improve your online dating effectiveness TODAY…without any wait and without anything complicated to figure out.

Imagine…you'll get that kind of practical, real-world boost before you've even dug into the rest of Online Dating Domination. Truly, when all of the other comprehensive information included is taken into consideration, this program gives you the most complete and effective plan in the world for getting exactly the women YOU want…starting right here.

For your convenience, I've broken down The Fast Track List into logical categories pertaining to various aspects of online dating experience. Enjoy.

Be Good,

Scot McKay
X & Y COMMUNICATIONS

# USERNAME AND TAGLINE

1.  Remember that your username can't ever really help you get dates, so don't stress out over coming up with the perfect one.  But a blatantly wrong one can sure *hurt* you—often without you really even knowing why.  Make sure any acronyms or shorthand you use can't possibly send an unintended mixed or negative message.  For example, even if you're legitimately a hit in Las Vegas you probably shouldn't make your username "vegashit".

2.  A good username might subjectively allude to activities you engage in and/or adventures you like to go on.  Examples: "LetTheMusicPlay", "StarGazer4Ever".

3.  "License plate" style usernames can come off as creative and clever, so long as— again—you're very careful to avoid potential dual meanings. An intriguing and positive example might be,  "2Much4U2Handle".

4.  If you can, avoid using your first name and birth date (or any number, for that matter) as your username.  Such is the clear indication of a person who lacks creativity and who therefore might be very boring in real life.  You can do better than that, and everyone else knows it.  Ladies:  If you were born in '69 it's particularly crucial to avoid using your birthdate in your username.

5.  Pay close attention to the font used by your online dating site of choice when displaying usernames and/or taglines.  Make sure both read as you intend them to at first glance.  This is especially important on OKCupid, for example.

6.  If experiencing "writer's block" when thinking of a tagline, consider what you'd write on the card that's placed in a dozen roses.  Fun or romantic movie lines and/or famous quotes can work well also.   Just remember to keep it light and intriguing…always.

# PICTURES

1. Avoid frowning pictures.  You will attract more MOTOS if you appear happy and fun-loving.  This doesn't mean you have to have a beaming "happy jack" smile.  Simply appear as if you're enjoying yourself.

2. Avoid scowling (i.e. "tough guy") pictures.  Portraying yourself as if you're angry and/or out to kill someone will creep people out.  Remember, the FIRST question a woman asks is whether or not she'll feel safe getting in the car alone with you.

3. Avoid "blank stares" or any other expressions reminiscent of a "deer in the headlights".  These are universally a turn-off.  If in doubt, leave it out.

4. Choose a headshot where your expression is similar to that of pics featuring customer service agents online, only without the headphones.  Invariably, such pictures portray the subject as confident and approachable.  If you think about it, the intent of those pictures is similar to that of your online dating picture—you're encouraging others to feel comfortable contacting you.

5. Avoid blurry pics, as they're neither flattering nor forthright.  Blurriness is a photo trick often used to disguise signs of age.

6. Delete your least flattering pic if you have five or more posted.

7. In fact, you should post a maximum of FOUR shots total:  a clear head/shoulders pic, a full body photo, a shot of yourself in action doing what you love and/or are best at, and one with friends having a good time.

8. Wear blue in at least one picture.

9. Never wear the same outfit in more than one photo.

10. Make sure your pics are at least 200 pixels at their smallest dimension.  Never use "thumbnail" sized pics that really don't allow the viewer to see anything.  Doing so simply subcommunicates that you have something to hide or flat-out don't "get it".

11. Take out any pictures that don't include you in them at all. (e.g.  sunsets, your dog, a group of people running a marathon, etc.)

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12. Select pics shot with NATURAL light—without flash or direct sunlight. This avoids unattractive squinting or that "washed out" look, neither of which is flattering or even an accurate representation of what you truly look like.

13. It may sound obvious, but whatever you do make sure to include at least one picture of you alone, without other same-sex friends in it. Make it as easy as possible for others to figure out which person you are in your pictures.

14. Avoid pictures taken with people who appear to be undercutting your social status. Guys: Avoid pictures where some guy other than you seems to be the "alpha male". Women: Be the most vivacious and intriguing woman in any shot that's posted to your online profile.

15. Select pics that feature you in your most stylish clothes…never completely "dressed down". Guys: Avoid "wife beaters" or sweaty gym outfits. Gals: Avoid "frumpiness".

16. Boldly but modestly feature your masculinity/femininity in your photos…leave out the "neuter" ones.

17. Do a "background check": Any pic with weirdness (or anything else that could be construed as a negative distraction) in the background should be deleted. Also avoid pics that make it appear you live in a stark environment with bare white walls, no plants and/or minimal furnishings.

18. For your primary head/shoulders and/or full body shot it's always best to avoid depicting yourself in any attire that would require quite a bit of circumstantial explanation. (e.g. a random pic of yourself dressed as a Viking, etc.) Keep it simple.

19. Avoid pics with a hairstyle/color different than your current one. This works to minimize risk of potential disappointment when someone meets you in person.

20. Do not include any pics of yourself with kids if you have none. Regardless of what you say in your profile, a massive percentage of people will automatically assume you are the child's parent.

21. Similarly, if you are mature enough to have adult children of the opposite gender, avoid any pictures taken with them. People will automatically assume you had (or even still have) a dating relationship with the person in the picture.

22. Women: Add a picture featuring the "over the shoulder backwards glance" pose.

23. Men: Consider a photo of yourself wearing a tux or suit as your full-body shot.

24. For your full body shot, maintain good posture without looking "stiff" or "posed". Intentionalize carrying yourself in a naturally confident manner.

25. Add a pic of being social with friends in a non-illicit way. Examples: on vacation, enjoying a common sport, at an upscale social event, etc.

26. Guys: Remove ANY pics taken in bars or strip clubs or *anywhere* else that would cause a woman to think you have any kind of addiction/problem.

27. Don't include pics taken with someone who could even theoretically be construed as a current or former "significant other", even if they've been "cut out". Dating sites are a different vibe than social media sites, and posing with MOTOS comes off as very insensitive to the primary purpose for being on the site to begin with.

28. Guys: No pics with your shirt off, even if you're in great shape. That classifies as "trying too hard" and comes off to women like you simply don't "get it". Save those for the more generalized "friendship" vibe of social media sites.

29. Women: Avoid pics that blatantly show off body parts unless you're specifically expecting very forward sexual advances.

30. Avoid having the same exact facial expression in multiple photos. This has the negative psychological effect on people of suspecting you're untrustworthy.

31. Never pose with your material possessions, especially in a way that openly demonstrates that you're attempting to impress others with them. If you include cool "toys" or gadgets in any of your pictures at all, make extra sure that they're clearly depicted as nothing more than necessary tools to make something fun and/or adventurous happen.

32. Avoid concealing your true appearance in any way. No sunglasses, big hats, "Glamour Shots", etc. Allow others to see what you really look like and thereby draw in those who'll really be attracted to you when they meet you in person.

33. If you don't have anyone who can take pictures of you and must take pictures of yourself, be sure to avoid "arms length photos". Try taking a pic into a mirror instead from about 4-6 feet away. Be sure not to use flash. Get better pictures done with the help of a friend as soon as you can.

34. Make sure every picture flatters you. Don't compromise that principle simply because the props, location and/or circumstances displayed in a particular photo seem too cool to pass up.

35. Think twice about hiring a professional photographer.  He or she will require expert knowledge of effective online dating strategies in order to make your pictures come off as natural and spontaneous.  If there's even so much as an inkling that you did a professional photo shoot specifically for your online dating profile you risk appearing needy or desperate.

36. Make sure never to be roped into any "premium" feature that highlights your profile visually relative to others in search results.  Match.com's "Red Frame Of Death" (which has since become green at of early 2012) is a prime example.  This portrays you, quite literally, as desperate.  Be careful, because sometimes this type of feature can be bundled in with others.  You've got to read the fine print when you opt-in for upsells on online dating sites.

# CHECKBOXES

1. Under "politics", avoid identifying yourself as "conservative" or "liberal" unless it's VERY central to who you are. Even people who haven't voted since the Reagan administration tend to view party choice as a significant indicator of potential overall compatibility—which is often groundless. Unless you're actively campaigning for the left or right, choose "middle ground" and sort political leanings out in person on an individual basis.

2. When it comes to indicating alcohol usage, don't check any option more extreme than "social drinker". If you've really got an alcohol problem, get that handled before expecting online dating success.

3. If you indicate that you're not religious AND that you don't drink alcohol at all, people will automatically assume you're a recovering alcoholic. This will cause MOTOS to avoid you like the plague. It's better to just put "social drinker" if you have no apparent religious reason for avoiding the bottle.

4. Be truthful about smoking. Note that if you position yourself as a "non-smoker" but allow smokers within your search parameters that people will assume you're lying anyway. Very few non-smokers would willingly choose a relationship with a smoker.

5. Avoid populating any search-related checkbox with a blanket statement (e.g. "any" or "no preference"). Nothing telegraphs neediness and desperation more than advertising that you have low standards. Interestingly, selecting almost all options actually makes you seem MORE selective on paper…go figure.

6. Similarly, be very wary of selecting "I'll tell you later" as an option. This almost universally telegraphs that there's something you're either embarrassed about and/or flat-out hiding. Obviously, both scenarios cause doubt and neither increases intrigue.

7. The exception to the point above would be in the case of disclosing income. You may select "no answer" or "I'll tell you later" without negative consequence if you so choose, regardless of what your income actually is. The rest of your profile is very likely to get the message across without you having to spell it out.

8. Never check any box that indicates you're looking for "casual encounters", "intimate encounters", "sexual flings" or anything of the like. Some sites such as PlentyOfFish allow users to screen out anyone who checks their version of that box, and women do exactly that extremely often. Regardless of your gender, it's never a positive

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impression to appear as if that's what you're actively looking for.  Guys:  The truth of the matter is that casual encounters happen *more often* for guys who realize that it's a gross misunderstanding of female psychology to advertise that's what you're after.

9.  Guys:  Avoid any reference to liking or preferring cats as pets.  For some unexplained reason, a shocking number of women are turned off by men who are cat lovers.  As weird as this sounds, the premise has proven true time and time again.

10. Know what the religious categories actually mean and the ramifications of them before including them in your search parameters.  (e.g. "Christian LDS" = "Mormon" and "Christian-Other" encompasses a variety of potentially very different traditions.)

11. Make sure your religious preferences in a partner match up with your own faith, especially if you're devout.  Otherwise, you'll look desperate and needy, if not disingenuous.  Religious compatibility is a very, very major factor to everyone.

12. Always put an answer when it's logical you *should* have an answer.  Leaving  "no answer" under items like religion, politics, whether you want kids, etc. leads people to think you're into something weird or deceptive.

13. Realize that if you "like" exotic pets, people are going to fear the worst.  A huge percentage of women will automatically avoid a man for this one simple reason alone.

14. If you believe your job is boring and/or not widely understood, describe what you do more in terms of what benefit you bring to people and/or society in general.  For example, instead of "insurance agent" you might say, "I help people all over town protect what's important to them."

15. On mainstream dating sites where you're asked what kind of relationship you're looking for be sure to avoid checking any box that indicates you are looking for a purely sexual fling (e.g. "booty call", intimate encounters", etc.)   Even women who really are looking for "no strings attached" sexual relationships avoid men who cite such interests, and women who do simply open themselves up to being used and/or abused.

16. Men:  If you're over 30 and interested in younger women, make sure never to open your parameters to girls under 21…even if you'd actually date them.  Women of drinking age and slightly older are still young enough for you, yet you'll have creeped enough of them out by seeking "young girls" that it's not worth the collateral damage.  Plus, this strategy still leaves open the option of writing to girls under 21 as if they're "exceptions to your general rule", and they'll eat that up.  If you're older than 35 or

so, the creepiness quotient of specifying a lower minimum parameter in your age range increases so go with 23 as a baseline.  Similarly, if you're over 40 increase that to 25, and if you're 45 or older make it 28…which is the highest it'll ever need to be.  Remember always, you can STILL write younger women and expect results—this is all about perception to the age group of women who make up your true "sweet spot".

# NARRATIVE

1.  First and foremost, resist the temptation to cut and paste ANY verbiage directly from someone else's profile—even an expert's sample profile.  You're better off finding your own voice no matter what, as someone else's words will positively NEVER work as well for you as they did for the original author.

2.  Remove "dark" references—even if indirect. (e.g. "I'm dying to", "this is killing me")

3.  Avoid statements of pessimism regarding online dating. (e.g. "this probably won't work, but…", "I don't know why I'm doing this")

4.  Take out any indication of lacking any confidence whatsoever.  (e.g. "I've never been good at this sort of thing", "you probably won't like me")

5.  Always capitalize "I", as not doing so reflects poorly on your self-esteem.  Try substituting "we" for "I" whenever it makes sense.

6.  Men: Avoid using diminutives (e.g. "little", "tiny bit")  Women:  Use diminutives at will.  It's all about coming off as gender appropriate.    A similar principle holds true for usage of endearment terms (e.g. "adorable", "darling", "precious", etc.)

7.  Never beg or grovel for a date in your profile. (e.g. "Won't just ONE of you ask me out and deliver me from having to be on this God-forsaken site anymore?")

8.  Talk about any one specific pastime or interest of yours no more than once in your entire profile.  Otherwise you'll risk coming off as uni-dimensional in your interests, or even obsessed.

9.  Don't be a "comma chameleon".  Turn comma-delimited lists of adjectives describing you or your potential date into actual statements or memories relating what you're really like.  [Note:  Check out the audio program on the "Speak Up And Stand Out Method" found elsewhere in Online Dating Domination for an easy and highly effective solution to this common problem.]

10. Tired clichés should be avoided at all costs (e.g. "that special someone", "no games", "I like long walks on the beach", etc.)  The point is to stand out from all the other generic profiles online.  "Blending in" is a sure path to failure.

11. Women: Conclude your narrative with, "Thank you for all of your kind e-mails, and I wish all of you well on your search." This subtly but powerfully implies you are very popular online—all the while remaining friendly and delightful rather than coming off as obnoxious or overbearing.

12. Women: Avoid heavy-handed hard selling on marriage, making babies, etc.

13. Men: Hint at something sensual without directly referring to the sexual. IOW, talk about what a great kiss is rather than blatantly referring to a desire for sex. Do this fearlessly as high quality, feminine women really appreciate it.

14. Men: Avoid talking about the kind of physical traits you want in a woman, even though you may have a very specific type. It doesn't serve the purpose of your online profile, which is to create intrigue.

15. Women: Scan your profile for ANYTHING that could come off as a sexual innuendo. When in doubt, leave it out. For example, don't say, "you'll try anything once". If you're a single parent, avoid saying you "look forward to some adult time in the evenings".

16. Men: Scan your profile for ANYTHING that could come even close to seeming weird, unconventional, creepy or dangerous. Again, when in doubt, leave it out. (e.g. talking about your gun collection, your fascination with German WWII helmets, etc.)

17. Ask yourself this question: Is it 100% clear that a person of MY gender wrote my profile…or could someone of EITHER gender have written it? Come off as proud to be a man or a woman.

18. Feel free to make frequent paragraph breaks. Despite what your English teacher taught you, this simple writing style tip keeps readers engaged. A "wall of text" intimidates people from reading your profile.

19. Make sure your sentences flow well, so as to make sense and provide enjoyable reading. Avoid long run-ons (i.e. no more than one "and" per sentence) as well as writing more than one short, choppy sentence in a row. In general, the harder the reader has to work to make sense of your narrative the sooner he or she will lose interest and move on.

20. Never include more than one exclamation point in your *entire profile*…and even then only if the sentence makes less sense without it. Over usage of exclamation points is a subtle indicator of neediness and desperation.

21. Men:  Eliminate all usage of emoticons, especially "smilies" and/or "winky smilies".  I realize this is a controversial teaching.  But consider this:  you will never catch any man of real power and influence using emoticons in his written communications…ever.  Use them, and at best you'll come off as overeager and slightly feminine.  At worst, you'll come off as flat-out desperate.  For the positive effect without any of the negative ramifications choose to indicate emotion with bracketed thoughts instead.  (e.g. [laughs], [wry smile])

22. Avoid talking about how honest you are or how much integrity you have, at least not directly.  The general psychological assumption is that people who have to talk about how honest they are generally aren't.

23. There should be no mention of exes or bad relationships in your profile…EVER.  Avoid ANY and ALL indications of cynicism toward MOTOS, no matter how subtle.

24. Never talk about your mother in your profile…ever.  This goes double if you're a man.

25. Be ultra-fastidious about spelling, grammar and punctuation…without exception.  You'll be shocked by how important a factor this is, even to people whose own profiles are replete with errors.  If you are dyslexic, don't expect others to be able to read between the lines and detect that.  Have a friend or two proofread your profile for you.

26. Avoid coming off as negative in any way shape or form.  Never talk about what you "hate" or even "dislike", let alone going on rants about what your pet peeves are.

27. Don't harp about how picky you are, at least not directly.  Let that message be an indirect one based on the overall quality of the person you portray yourself to me.  Avoid disqualifying the reader even as he or she is reading (e.g. "If you're not _____, don't bother").

28. Include a clear call to action toward the end.  MEN:  Assume a woman is reading your profile after you have written to her first; tell her it's her turn to write you back.  WOMEN:  Invite men to write you a friendly e-mail, assuring them that you don't bite…hard.

# SEARCH

1. Limit your search to people within 25 miles if you live in a decent-sized metro area. Avoid getting roped into long-distance relationships at all costs, especially if there are tons of people living nearby.

2. If you live just outside a metro area but work in town, list yourself at your work zip code since you'll likely have first meetings before or after work anyway. This simple tweak will bring you up in more searches.

3. Only spend time reviewing profiles of people who've been online within 24 hours.

4. Recognize that if someone has been offline for longer than 2 weeks (let alone "over three weeks") it's overwhelmingly likely they aren't coming back. It's a time waster to even "favorite" them, and you certainly have better ways to use your time than to attempt to write them expecting any reply whatsoever..

5. Be very careful about visiting anyone's profile more than once every couple of days, let alone to the point of obsession. Many sites these days show users who's visited their profile, and some even show the frequency of visits.

6. Along the same lines as above, if you see a profile you like and it's owner is either online or has been active within 24 hours go ahead and write them right then and there. Procrastination can only contribute to looking like a "stalker" if you put it off.

7. Search the NEWEST profiles for the best and sharpest options.

8. Try running a search for women online on Saturday or Sunday mornings for excellent results. Write anyone who catches your eye immediately.

9. If you find that one, two or a few of the parameters listed in someone's checkboxes would exclude you from being included in his or her search, do not let that deter you from making contact unless there is specific mention of exclusion in the written narrative portion of the profile. In reality, people find themselves genuinely attracted to MOTOS who may not fit their stated parameters all the time. Don't reject yourself on someone else's behalf.

10. Avoid being online at hours that will reflect unfavorably on your lifestyle and/or social status.  This would include Friday and Saturday evenings after 7p and anytime between midnight and 6am.  Ironically, even though anyone on the other end who'll notice is in the same exact position, that person is still likely to judge you.  Along the same lines, it's unwise to write anyone during those hours, whether they're online at the time or not.  The sole exception to the Friday/Saturday night rule is if you're a single parent.  In that case, building rapport with other single parents who are necessarily home with kids on weekend nights can be a flat-out bonanza.

# E-MAILS

1. Write only to people who've been online in the last 24 hours. Waiting until you see them online at that very moment is even better. Most men who feel "rejected" by women online actually weren't even NOTICED to begin with.

2. Invest in the feature that shows you who has actually opened your e-mails. This is helpful in helping you diagnose whether it's your subject lines, e-mails or profile narrative that you need more practice with.

3. Avoid writing "Hi" or "Hello" in the subject line. Over 50% off all messages women receive from men fit that description, so it's the surest way to come off as generic and therefore be ignored.

4. Use "Re:" in your subject line since the other person has actually started the conversation already—simply by having posted a profile. Think about it…you're just continuing the discussion *they've* started.

5. Avoid ANY pre-approval in a first e-mail. (e.g. "I think you're beautiful", "I'm hoping you're the one for me", etc.) Remember, you really have nothing to go on yet. This person is a stranger. Be a "chooser" rather than a "chaser".

6. Make first e-mails brief—three or four lines maximum. Never compose anything even close to a "life story". The more you write, the creepier and more desperate you'll appear to be.

7. Avoid any references to freaky, supernatural phenomenon in your first e-mails. (e.g. "I saw you in a dream") Believe me when I say the other person will be more repulsed than impressed.

8. Issue a call to action. Ask a question based on something in the person's profile that invites a response. Be irresistible…making it hard NOT to respond to you.

9. When writing someone, try to find something other than his or her username or tagline to comment and/or ask about. Granted, some such opportunities are far too good to pass up, but digging a little deeper into someone's profile narrative tends to demonstrate that you've read his or her complete profile before electing to send a message. That's helps create a better first impression.

10. Portray yourself as confident and personable by signing your real first name to your first e-mail to someone. I promise you're not compromising your personal security by doing so.

11. Always assume the BEST possible outcome from someone you're writing to, not the WORST. It's a shame to waste energy complaining to or accusing someone in your first e-mail.

12. Never be afraid to portray yourself as EXACTLY who the person in the profile is asking for. Too many people write "safe" or "nice" e-mails to people who actively demonstrate they want something different than that in who they date. Be adventurous and trust the person knows what he or she wants.

13. Men: Avoid "winking" at women (or the functional equivalent on whatever site you are using: "flirting", etc.). This will get you nowhere for several reasons. Primarily, women are attracted to men who are bold, creative and proactive enough to write someone rather than taking the apparent "hit and run" approach of "winking". Moreover, popular women tend to get dozens of "winks" per day and they are NOT sorted chronologically in her dashboard. As such, your "wink" almost certainly is lost in the pile. Women: If you "wink" at men, they'll tend to assume that you were too cheap to pay for a membership, and that you're simply grasping at straws trying to force him into a creative way of contacting you in return. The strategy will backfire with the highest quality men online

14. Never, ever pay for any feature designed to express interest in a specific woman online. HotOrNot.com's "flower" function comes to mind. This will not impress a woman, but rather cause her to view herself as decidedly "out of your league". It's chasing.

15. As a rule, the more amused YOU are by your own words the more the person receiving the message will be. This, of course, assumes that the humor in the message isn't disrespectful, rude or esoteric.

16. Avoid asking "why" questions, as they tend to sound accusatory. In general, any indication that you are challenging someone's facts, opinions or even their overall intelligence will almost never be appreciated. You'll likely not get a response.

17. If you believe your first e-mail comes off as carrying a slight bit more boldness than you're inherently comfortable with, it's probably perfect…especially if it's light and personable.

18. Almost any personalized (i.e. hand-typed) response you receive to any e-mail you send should be perceived as potential interest. Sometimes a particularly rude or

disrespectful first e-mail might be responded to in shock or disgust, but even then it's amazing how often there's true intrigue behind the words on the screen.  The caveat there is that it's nevertheless NOT recommended to go for "shock factor" when writing MOTOS.  There's always a better way to spark attraction.

# SCREENING

1. If you feel pushed, manipulated and/or creeped out at any time by anyone online, DROP them.  You own them nothing.  Don't learn this lesson the hard way.

2. Do not respond to anyone who hints at financial/personal hardship. It's leading to a scam.

3. Do not respond to people who "throws themselves at you" without having so much as interacted with you before, especially people who show you pictures that make them appear particularly physically attractive.  That can't end well, and is likely a scam anyway.

4. Avoid people with only one picture or without pictures at all.

5. Beware profiles with photos shot from above the person with the camera pointing down.  That's a frequently-used strategy for slimming down the subject.

6. Avoid profiles that only feature close-cropped face shots.  Such photos are also used to camouflage obesity.

7. Beware ANY other pic that psychologically tricks you into assuming someone is attractive when you really have less to go on than you think.  Big hats that shade the face, sunglasses, blurriness and even "Glamour Shots" are all deceptive in this regard.

8. Be suspect of any profile in broken English, unless the person specifically states that they are originally from a different country.  This is a reliable sign that a scammer is behind the profile.

9. Avoid "separated" people.  They're still married, and as such "separated" could mean literally ANYTHING in context.  That's never going to add up to good news.

10. Look for blatant inconsistency within the context of their profile.  For example, does the "non-drinker" have pics taken at a bar?

11. Although what someone specifies in his or her checkboxes may not hold up in real-life scenarios (as noted above), it's important to realize that the greater number of fundamental disparities between the two of you the lesser the likelihood your message will get a response.

12. Self-confident people who are not living vicariously through "dating online" vs. "online dating" should WANT to move from e-mail to phone sooner than later, and should be willing to actually meet in person. Beware "hangers on" and "stallers"…they're usually misrepresenting themselves, and they know it.

13. Drop anyone who you discover doesn't actually live anywhere near where they indicated on their profile…even if they're "in the process of moving", etc. They've led with a lie and it won't get any better from there.

14. Probe for more information from people whose stated age ends in "8". (e.g. 28, 38) They might be lying about their age, as saying they're "29" or "39" would have appeared too obvious. To test this principle quickly and easily, ask them what year they graduated high school when on the phone, having pre-calculated when that should likely should have.

15. Anyone who hasn't been active in AT LEAST three days is probably no longer on the site. Wait for those who've been inactive for over three days to show activity again before investing any time in writing to them.

16. Be careful about screening YOURSELF out voluntarily. Flatly ignore checkbox requirements in a person's profile pertaining to height, age, physical build or ethnicity. Only disqualify yourself if the person objectively states in their narrative (i.e. written with their own hand) that they don't want to hear from someone like you.

# SITE CHOICE

1. Choose the biggest, highest traffic site (e.g. Match.com). Simply put, the larger the number of options you have the greater your probability of meeting more high quality people. As you get better and better at dominating your metro area relative to the weak competition you'll invariably have, you'll see the value of this strategy more and more.

2. Only use a "niche" site if it strongly pertains to you and you live in a large metro area. The lone exception would be usage of a site specifically for rural dwellers (e.g. FarmersOnly.com) if you live in a particularly remote area.

3. With free sites you get what you pay for…literally. Although there are exceptions reported in certain metro areas, you can generally expect lower quality individuals who are far less committed to the process and are therefore a lot "flakier".

4. Take control over *your own* potential matches, avoiding sites like eHarmony or Chemistry.com which dictate to you who they feel you'd be compatible with. You're bound to be disappointed and waste a lot of time in the process.

5. No matter what your online dating goals are, avoid "hook up" sites like AdultFriendFinder.com. With solid strategy as taught in Online Dating Domination, you can actually find plenty of MOTOS who are looking for casual flings on Match.com WITHOUT having to wade through nearly as many fake profiles, scams and/or other drama as you'll find on those sites.

Get 1-on-1 Online Dating Coaching: www.datetoorder.com
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