

Scott Valdez

Meeting People Online

How To Flood Your Inbox With Messages From High Quality People



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The World Has Changed...

While every person has different goals when it comes to meeting new people, there's one thing that we can all agree on: meeting new people and socializing with strangers isn't the way it used to be.

Online dating is now an important outlet for meeting interesting people, be it for dating or for friendship. There are millions of people looking for dates or friendship online, and 1 in 6 married couples nowadays met online originally – a number which continues to grow steadily.

Jobs are as demanding as ever, and many high-quality people have very little time to meet others they consider worthy. After the countless disappointments out at bars and clubs, these people have started to see online dating as their only realistic option.

With the economy making many guys out there wonder if each paycheck will be his last, this shift is actually a good thing for most of us. If you want to save money, bars and clubs are an extremely bad place to meet new people. Meeting strangers from home on a site like OkCupid, however, is FREE. In fact, most of the people at bars aren't looking to meet someone new.

Online, you can "screen" people for mutual compatibility without spending a dime or wasting time on them. And it doesn't matter how much cash you have in your wallet... It all boils down to this... the times have changed and if you're committed to having a successful social life, having the skills to meet people online has become crucial.

When you know how to meet interesting people online, you can spend less time chasing them, and more time enjoying their company and having the real relationships you truly want. You can instantly tap into an ENORMOUS database of attractive, interesting, often single people in your area.

When they put up their profile, they that are basically screaming "I am lonely and looking... please message me!" That doesn't happen anywhere else.

You never have to worry about rejection or humiliation, and you won't ever feel scared of losing one person because you'll always have the power to attract as many as you want, from the comfort and safety of your home...

When you can attract quality people online, you have the potential to create an automatic supply of new friends that you can meet – anytime, anywhere.

Of course, if you've tried online dating, you may realize that successfully meeting people is easier said than done.

Most people never ever get the success they were looking for online. ... And that's because online dating requires a few very specific skills in order to be successful, and most people will NEVER figure out how to master those skills alone.

That's where I come in the picture. As the founder of Virtual Dating Assistants, the first company to allow people to 'outsource' the entire online dating and friendship process, not only have I spent thousands of hours successfully introducing people to each other online – I'm the only guy in the world who has a team of over 30 experts working around the clock to build interest between people online.

As a company, we've literally accumulated over one hundred thousand hours of experience since we started in mid-2009. And we're condensing a TON of this knowledge and experience into this guide.

In the coming pages, we'll be revealing some of the most powerful insights into the online dating world that have been discovered. PERIOD.

This guide is an insider's crash course in online dating. You are going to be one of the few people who know:

- Why 56% fail to meet a single person online – and what you should do to avoid this.
- The 7 “attraction triggers” that lie at the heart of attracting people online
- Three ‘ninja’ email tactics that compel interesting people to write back immediately.

- Different strategies for attracting people of different age groups.

So Let's Get Started...

Why Most People Never Make Friends Or Dates Online

If you're struggling to meet people online, maybe you can find some consolation in the fact that you're not alone! Most people fail at online dating.

In fact, according to the bestselling book "Freakonomics", 56% of people who create a profile on an online dating site never get ONE single message.

Before I "figured out" online dating myself, I experienced the same thing. Dozens of emails, hundreds of winks, countless hours, and not a single response in return. I felt like I was sending messages right into a BLACK HOLE. I've come a LONG way since those days, and I'm going to make sure you skip right past all of that suffering and start getting the results you want immediately.

I've learned that when we start out with online dating, most people make the same mistakes over and over again. And these mistakes are virtually guaranteed to destroy your chances at meeting people online, right from the start. Without fixing these big mistakes, there's no point in trying to attract people online. And that's why we're going to start here.

Big Mistake#1: Winking at people

Appealing people RARELY respond to winks. Unless you are trying to meet someone desperate online who has less going than you, don't even think about pressing that "Wink" button. Winking is a very WEAK and unassertive way of showing interest. In a way, winking at someone says, "I'd like you to lead me, because I'm not confident enough to lead you."

Talk about getting things off to a bad start! If you really want someone to respond, your best move is always to send a customized email. Your email should be short, interesting,

radiate confidence (and other positive qualities), and contain an entertaining question at the end that's relevant to what they wrote in their profile.

More on how to do this soon...

But if you don't care that much if someone replies and want to take the "numbers game," "rapid fire" approach to get as many people to respond as possible in as little time as possible, then your best option would be to send a template message.

Firing off fully templated emails doesn't take much longer than winking, and a solid template will ALWAYS outperform winks (if you know how to create one).

Big Mistake#2: Having A Bad Profile Picture (Or No Picture)

Match.com claims that people are 8.5 times more likely to click on someone's profile if it has a photo. From what I've seen, that figure seems low. Online dating without a photo is like stepping up to a golf tee without a club. Even if you do have a photo, chances are there's a lot you could do to look better in your picture. And I'm not even talking about your physical looks.

There are tons of ways to make sure your photos capture you at your very best so that people will find you more attractive online. For example, we've done substantial testing that proves that, when taken the right way, a professional photo as your main profile picture can substantially increase your response rate; especially for men in their 30s and above.

Research by OkCupid suggests that people on dating sites are perceived as exponentially more attractive based on the lighting, facial expression, and quality of the camera used.

For example, people generally found others more attractive when they had flash turned off and were not smiling or looking at the camera.

People also look to see what your other pictures say about you. Do you seem boring or adventurous? Do you look like a drunk in your party pictures? Do your pictures make you seem trustworthy?

A great way to make sure you have attractive photos online is to get some feedback on your pictures from other people, ideally people who are already online dating. That's why I strongly recommend using OKCupid's MyBestFace application.

MyBestFace is a photo---scoring app that allows you to quickly identify the strongest choice for your primary photo and weed out the duds – based on the collective opinion of a ton of people on OkCupid.

Big Mistake#3: Having A Weak Subject Line

Although OkCupid recently stopped using subject lines, Match.com and most other dating sites still do require one. So you've got to learn to write a subject line that leaves people DYING to know what's inside your email.

You've got to use mystery, thrill, and suspense. We often accomplish this by using what we call a "cliffhanger," which is an incomplete thought that leads into the email and makes her curious about what's inside.

A couple examples of this would be:

- "So let me get this straight..."
- "I noticed that you..."
- "Is it true that..."

Big Mistake#4: Sending 'Ice-Breaker' Messages That Make People Feel Disgust or Pity

Rather than communicate that they are cool, selective people that are fun to be around, many people use their first message to try and “impress” others.

People get that kind of email all the time. Instead, start your email with a catchy line or entertaining banter that is bound to make others smile. Or at least feel something... anything.

Tapping into a person’s feelings is the KEY to attracting people online. If you seek someone’s approval via email, the only emotional reactions anyone will have are indifference, pity or disgust.

Here’s an example of an approval---seeking email message:

Subject: Hi!

Body: *“Well, I’m sure you get this a lot but you are really interesting. I really like your profile and I think that we have a lot in common. I like surfing too, and I’m also a movie buff. I would really like to meet you... here’s my number: 404---499---6311” Steve*

Yeah Steve... sorry to break it to you, but someone’s not callin’.

Now, here’s a random message one of my writers recently sent to an attractive young lady that does not seek approval:

Subject: “Other” as your job description

Body: *It’s a bit disconcerting. Judging by your picture, that profession just might be child smuggling. What other secrets are hidden behind that innocent smile? That you’re a French spy? That you’re a money launderer? What other accusations could your enemies launch against you? Steve ps. kittens or knife fights? I hope you get it right.*

See the difference? Great, let’s move on.

Mistake #5 Trying To “Convince” People Of Your Attractive Qualities in Your Profile

Most people make the mistake of using a long laundry list of “good qualities” in their dating profiles. They think that somehow people will instantly feel attracted if they say, “I am a fun, loyal, kind, and easy---going person...” NO!!!

Attraction is not logical, and you must engage people’s emotions if you want to be able to attract them consistently. A laundry list of your qualities will get you nowhere.

Instead, you’ve got to describe your life in a way that “paints a picture” of how awesome you are. Just like your English teacher said, “show, don’t tell.”

If you are loyal, or confident, or fun, how can you show it without telling it?

Two of the qualities I like to showcase to people online are humor and confidence. But in my profiles, you’ll never hear me tell her that I’m confident or funny. I demonstrate those qualities so that someone can picture me as a person who possesses them.

Here’s an opening line I used for one of my personal online dating profiles a while back:

“About now, you may already be asking yourself why a stud of my caliber is doing the whole online dating thing. Well, I admit... it’s the same reason everyone else is; I secretly love making snap judgments about people I’ve never even met. Don’t lie... you know you love it too ;)”

What would someone who possesses your best qualities naturally say in their profile? I

If you’ve got the answer to that, then you will be on the right path to painting a picture of the kind of person that possesses your best, most attractive qualities...

The 7 Attraction Triggers In Online Dating

We often talk about “painting a picture” of your best qualities by using descriptive text to show everyone that you possess those qualities instead of telling it outright. With this skill you can let a person know who you really are and feel attraction at the same time.

Based on my research, it turns out that there are 7 main qualities that people find very attractive in a person online. Every person possesses at least one of these triggers, and demonstrating just one of them in the right way separates them from the majority of other people online.

If you “paint pictures” in your profile (and messages) with these attraction triggers, you will become magnetically attractive to the caliber of people that you want to meet.

1. Passion

People appreciate someone with purpose... something unique in their life that moves them. This could include just about any skill that’s presented in an interesting and passionate way.

- Do you have a knack for tennis?
- An ear for piano with fingers to match?
- Are you great with animals?
- How about surfing?

In order to master any field, you must possess many attractive qualities. Talented people are competent, they have dedication, discipline, fortitude and they’re much more fun to be around. The more you can help a person take a peek inside your passionate world, the more someone will desire you.

2. Adventure and Spontaneity

People love others that are adventurous and unpredictable because they are more likely to mix things up and keep the interaction fun and exciting. There are few sexier things to most people than someone who likes to skip town for the weekend or travel to faraway places at only a moment's notice...

Always add a touch of adventure to anything you say online. Even if you don't do things that are particularly adventurous in the true sense of the word, you can still talk about the things you do in an adventurous way.

For example if you like riding your motorcycle, don't just say that – make her feel the wind on your face as you open up the throttle and push your machine to its limits, as the rugged mountainous scenery flies by in a blur and the excitement builds.

Or, something even simpler – let's say you like deep conversation. There's not very much adventure in saying you "like connecting over deep conversation." Instead, say something like: "Or perhaps you feel that rush when you look at your watch, astounded that 4 hours have gone by while you've been lost in a stimulating conversation with someone who has intrigued you, challenged you, and had you laughing so hard it was beginning to hurt." Again, it comes down to painting a descriptive picture.

3. Chivalry

Both chivalry and romance can work very well in the online dating arena, especially with older people. There are probably several reasons for this, but I think the biggest one is that people get to fantasize about you more than they would normally since they haven't met you yet.

With chivalry, you can “paint a picture” which takes her on a journey where someone is your lady, and you are her knight; you lead her, and protect her from danger.

While they certainly don’t want a man they can walk all over, most people do appreciate a guy who has some old---fashioned values and treats her like a lady. Both chivalry and romance are highly misunderstood these days, and in a world where they’ve become a dying art, you will stand out like a beacon if you demonstrate these traits correctly.

4. Intelligence

A good brain is an evolutionary survival tool because people instinctively want to produce intelligent offspring with the biological advantage for surviving and reproducing.

Studies have shown that even people looking for nothing more than a casual hook-up tend to favor intellectual people. This doesn’t mean that you should suddenly become a nerd, or that you should bombard your new acquaintance with intellectual conversation. It just means that people prefer others who are clearly intelligent and also have good social skills over others who are lacking in either of those departments.

When you write your profile and messages, you need to make sure that you aren’t giving away any subtle hints that you are or might be unintelligent – even if you’re not.

You wouldn’t believe how turned off people are by spelling and grammar mistakes online. That’s why my team of professional dating writers does all work for our clients in MS Word.

Once you pass the dumb test, social intelligence is the next most important thing... and social intelligence online often involves asking intelligently intriguing questions and being unique and more interesting than the next guy.

5. Ambition and Success

Ambition and success are attractive because people equate them with resources and power – and they can't resist people with the ability to make big things happen. There are some good evolutionary reasons for liking resources and power. A person is wired to think, "The more resources you have, the better you can provide for our kids.

" Power is also a defining trait of a dominant person, and especially women universally prefer a partner to be dominant.

While it's not cool to brag, demonstrating that you are successful is helpful online. As for those of you who aren't yet successful but have big ambitions, people know that a person who is driven, focused, and determined will likely be successful eventually.

Of course, if success is pretty low on your totem pole of priorities in life, don't worry. You don't have to use every attraction trigger in your profile to attract people – that would be too much.

I recommend highlighting somewhere between one and three of these qualities in your profile.

6. Humor

Nothing will get you in the door with a person faster than making them laugh, especially if you can make your humor simultaneously flirtatious. Mastering this skill can be a HUGE advantage in the online dating world.

Like I mentioned before, the key to attracting people online is to make them feel something for you. Laughter is the surest, quickest way to emotionally engage someone. With this alone, you will be way ahead of the competition when it comes to attracting people online.

7. Confidence

People want someone confident because this kind of person inspires trust. Men want to emulate confident men and be around them. Women want to win a confident man because he is the ultimate prize. And men also appreciate a confident woman who knows what she's worth and does not settle for less than what she thinks she deserves.

There are many ways to convey that you are confident. In your profile, for example, you can describe a time when you lead others. If I were to demonstrate what a confident person would say in a message, I might have to write book on it.

You may have noticed some confident language in my examples: highly self confident, with an attitude that communicates I am at least as selective as anyone is.

My examples are also very fun, upbeat and socially savvy. When you demonstrate these 7 online attraction switches, people will feel magnetically drawn to you.

Trust me - my team of professional online dating experts has spent THOUSANDS of grueling hours with one goal in mind: figuring out what works so you don't have to.

All you have to do is take the beaten path, because these online attraction switches work, and we have the data to prove it. Your job, then, is to demonstrate these qualities using stories and other techniques without blatantly saying it outright.

Start with one of the qualities you want to showcase, and use your language to take people on a mental journey. Using vivid detail, describe a time when you were really passionate, romantic or chivalrous. Then, move on to one or two of the other attraction switches you possess.

You'll see – once you've reeled someone in with your attraction-charged profile, everything else will be that much easier.

Read on to find out some key techniques when writing your messages online...

Five “Ninja” Tactics That Get People To Write Back

If you’ve struggled like I did to meet people online, the chances are that your biggest frustration with online dating is that people don’t respond to your messages.

After spending thousands of hours in the trenches, I’ve discovered five key ways to get responses pouring into your inbox:

1. Don’t miss people that are noticing you first

According to our data, messages to people who simply view your profile are 78% more likely to receive a response, and messages to people who ‘winked’ at you are 392% more likely to get a reply.

This may seem pretty obvious, but you’d be surprised at how many people we’ve talked with who have told us they’ve never even paid attention to who is viewing their profile.

And then there are the other people who don’t even notice they got a wink from an attractive person until a week later, by which time that person has probably forgotten they were even interested or met someone else.

If you’re out there hunting for responses, make sure you aren’t missing dating opportunities that are staring you right in the face.

2. Focus on people that are ‘online now’ – and NEVER email people that haven’t logged in within one week

The most responsive people on dating sites are the ones that have been active on the site most recently – hands down. Our data shows that if you email a person who last

logged in 1---3 weeks ago then your response rate will be 60% lower than if you message a person who's 'online now'.

And good luck getting responses from a person who hasn't accessed her profile in over 3 weeks... here your response rate drops off to nearly 0%!

If you've been doing this one thing wrong, you're probably about to see a huge spike in responses from people – without changing anything else.

3. Wednesdays evenings and Sunday afternoons are MAGIC

The data doesn't lie. We tracked over 4500 emails and found that if you only send out emails on Monday, Tuesday and Thursday, your response rate will get cut in half!

And if you only send online dating messages on Wednesdays, Fridays, Saturdays, and Sundays, you will double your chances of getting a reply.

During a follow up study, we looked at another 2000 emails sent on Wednesdays and Sundays and found that Wednesdays are the single best day of the week to send dating emails.

These days at Virtual Dating Assistants, almost all of our ice-breaker messages are sent during the early evening on Wednesdays and during the morning and afternoon on Sundays.

If you spend more of your time online on Wednesdays and Sundays, you'll see many more responses from people simply because more of them will get to see and respond to your message right away, instead of letting it get buried under the barrage of emails from other people.

4. Have high standards

Getting responses from people online can be difficult – especially if they're very attractive. That's because ultra-hot people get approached constantly and have extremely high defenses around everyone. And can you blame them? Ever since they were 14, everyone they've ever met has hounded them.

But there is a way for you to turn the tables, and become hounded by people online. If you'd like to get more attractive people to respond to your messages, demonstrate that you have really high standards for the types of people you will date.

Attractive people really appreciate a good challenge. It's a refreshing change. One possible first step is to casually mention in your profile that looks are NOT enough. It might go something like this:

"Just because you've got a look that drives most people wild does not mean that I'll be attracted. Looks always fade quickly... but personality, character, and a positive outlook on life do not."

If you'd like to ramp up the attitude a notch (and it fits your true personality), you could even say something like this:

"The model types who aren't much more three-dimensional than their photos bore me to tears... so if that's you, let's move on to the next."

In a first message, I might include some text like this:

"... so if you're fun, a magnificent chef (recommended but not required), and never get tired of laughing, then let's talk more. But for now, I'm wondering..."

Get the idea?

Challenges should be subtle unless you're being playful and using flirtatious humor. This creates an attractive tone – and you'll stand out from the 50 loser emails someone got last week like a shining star.

5. Ask a question that stimulates and challenges

Whenever you send an email, you should reel the person in with a “call to action” at the end that makes it clear what someone should do next.

But when I say that, asking someone to give you a ring “because someone’s beautiful and you’d love to see them sometime” isn’t what I had in mind.

There’s a magic formula for writing a call to action. If you add the right ingredients, you’ll have really high chances of getting a good response. Those ingredients are challenge and fantasy.

When contacting people online, you ALWAYS want to send questions that stimulate their imagination, but are also fun and easy to answer. When you ask questions that tickle their imagination, you immediately engage them on a different level – an emotional level.

As we’ve talked about, this is a key element to building attraction. And challenge, as you read earlier, also makes you very attractive.

Here’s an example that incorporates all of these:

"If someone offered you an all-expense-paid trip to any place in the world leaving tomorrow and nothing was holding you back... where would you head?"

Try to come up with your own example of a closing question that challenges and stimulates the imagination at the same time. Keep your question open ended so that someone responds with more than a word or two. This will give them the opportunity to open up to you a bit, and it will also give you some material to keep the conversation flowing.

Why You MUST Tailor Your Approach Online

Teasing is the number one “magic bullet” tactic peddled in the market. It’s the bread and butter of the dating advice business.

Download a copy of whichever “fail proof,” “guaranteed” attraction-building “system” has managed to claw its way to the top of Google’s search results, and you’re apt to find the same one-size-fits-all approach: Tease.

Hide your flattery in playful criticism. Be prickish and funny at the same time.

I’ll be the first to say it’s not bad advice. In general, teasing WORKS. It’s fun... plus it frames you as the selector and forces the other person to fight for your approval.

Some good flirtatious teasing sets you apart from all of the other passive people whose flattery just screams desperation.

But after spending thousands of hours on online dating sites, I started to slowly notice something that I found a little weird... I began theorizing that teasing, cocky and funny, banter, or whatever else you want to call it didn’t work well at all on some specific groups of people online.

So, being the huge statistics nerd that I am, I decided to do some data analysis...

At Virtual Dating Assistants, we’ve tracked 17+ variables on almost every email we’ve sent since I started the company in mid-2009. One of the things we enter into our proprietary analysis system is the style of the approach.

When we broke down the data, we found that a playfully cocky approach was almost twice as effective as a nicer, more interested approach on people in their 20s. BUT... People in their 30s and above, on the other hand, did not respond well to it.

With this first bit of hard evidence against the universal use of cocky and funny, we decided to try a follow---up experiment... We sent a “nice” email to thousands of different people in their 20s, 30s and 40s.

It was thoughtful (over 150 words long), expressed genuine interest, and drew commonalities while also projecting self-assurance. The email was highly confident and was not written in an approval-seeking way that screams “please like me back,” but it did offer a bit of praise about non-physical qualities that were seen in the profile and often had a compliment about the smile of the person.

Overall, it definitely still contained more confident characteristics, but it was much less aggressive than many of the other emails we send.

Now, this same template email, after being customized in minor areas for each person, got a

- 9.7% response rate from people in their 20s
- 20.5% response rate from people in their 30s
- 50.3% response rate from people 40 and up

Pretty stark contrast. So why do older people prefer nicer people?

When we fine-tuned the analysis, a couple of my experts wrote me their thoughts by email. One said “By that age, they’re probably just past that juvenile ‘cocky and funny’ stuff.

With so many attractive qualities out there, I think they’re looking for qualities that are more indicative of someone solid that will be reliable and meet their needs.

10 year olds flirt by name calling and hair pulling ... by the time people get into their 40s, they are more way more mature and sophisticated.”

The other wrote “The whole purpose of ‘cocky and funny’ (and the teasing that usually comes with it) is to knock someone off their high horse. A 20 year old persona with options plays games and tries to be elusive. You have to show them that you’re not the kind of person who will take that BS. And by demonstrating that your value is higher than theirs, you put them back down on the same level... and someone secretly appreciates that.”

I thought both of those were very good explanations... but as I thought more about it, I came to some of my own conclusions.

You may think it's a shallow explanation, but here's my theory: Especially with women, their looks fade fast (as well as their biological clock if they want kids) as they get older... and, in general, their number one priority is finding a man that will stick around.

They can't afford to hang around the aloof, alpha jerks they dated when they were in their prime... the men that always left them when they'd gotten what they wanted or something better came along.

Although people of all ages have more fun and feel more attracted to a dominant person, they make less dependable long-term partners. Because they have so many people to choose from, they're less likely to stick with any one person for a long time.

At age 20, Jane probably liked a little cocky and funny.

But by age 35, someone might prefer a Hugh Grant or Richard Gere type figure: confident, charming, poised and sophisticated. Maybe this man even knows how to whisk her away on a dashing adventure.

Now let's be clear here, I'm not suggesting that you to act like docile! I'm saying that you should know your demographic and tailor your online dating strategy accordingly.

And that's what even online dating "gurus" out there haven't figured out yet (I hope they'll read this). No one teaches you how important it is to profile and communicate with your target market.

If you don't do this and follow the wrong "gurus" advice, and your situation is not exactly the same as his, you will lose the online dating game. I can teach you every angle because at my company, Virtual Dating Assistants, we have to work every angle for our diverse group of clients... who have very different situations and dating criteria.

We have female clients, which not only get us directly into a person's head online – but it's also a first-hand view into what the "competition" is doing (right and wrong). We

show you a lot of great cocky and funny approaches, as well as some killer confident-but-nice ones.

Knowing when to compliment and when to bust their chops – or when to take a completely different approach altogether – is just one of the skills you'll develop as you grow to master the art of online dating.

Being aware of the hard facts about age and response rate will give you a HUGE head start. As you continue practicing online dating, you will get a lot more from this 'education' if you look at everything through the lens of the knowledge we've transferred on to you in this guide.

Don't take this lightly. It's not mere theory; it's based on hard numbers. Wire the concepts into your memory base and don't forget to apply them... both online and off.

You'll thank us later. But right now, I'd like thank you for reading through to the end of this. You should have a solid foundation for meeting people online.

Just because you made it this far, you're already way ahead of the completion.

Most people are so clueless about meeting people online that people that take my advice hardly have to break a sweat finding the best people to date.

To your online dating success,

A handwritten signature in blue ink, appearing to read 'S Valdez', with a large, sweeping flourish extending to the right.

Scott Valdez