

Love, Lust and Relationships

By



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*Love, Lust and Relationships:
Finding What you Need on Dating Sites*

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I. Introduction

How to Use this eBook

Remember when you were given a toy as a kid that you didn't have to work for? You probably played with it for a few minutes, left it in the street, and then cried after it was run over by a car. It is the same principle with this ebook. If you take for granted the advice that is offered, it will certainly not work for you. You have to commit to your success and work for it.

There has been a lot of research over the years, investigating the success rate of different types of approaches on dating websites, and this book focuses on the most significant of these findings. These include what catches people's attention on profiles, how to search through other member's profiles, and how to romance your partner in the virtual world.

Determining What You Want

Knowing what you want out of dating websites takes having an understanding about yourself. If you haven't figured out what you're looking for in a partner, you could be sabotaging your relationships before they've had a chance to start. There are three types of people you'll find on dating websites — Those who are curious, those who are looking for long term companionship, and those looking for the shortest distance between a night club and their bedroom.

Sowing Your Wild Oats

Sowing Your Wild Oats is a term that has been used since the 15th century, comparing multiple sex partners with the wasteful act of planting wild oats (a stubborn weed crop in Europe). These 'bad' seeds are said to be one of the greatest obstacles for achieving maturity. Why are people encouraged to act on this drive? Because once their oats are spent, they'll be ready to settle down and start a family. Believe it or not, there is actually some truth to this.

Over the centuries, scientists have found benefits to dating multiple partners. Dating several people over a short period allows us to understand what we're looking for, without spending years in a relationship we're not compatible in. How would you know tofu is your favorite main course unless you've experienced chicken, seafood, and steak? In other words, don't bestow your barbecued tofu with the red ribbon, until you've tried fried chicken, prime rib, and buttered lobster.

The idea of dating websites should be to avoid dating one long term partner, at least until you have a vivid picture of who that person should be. Once you know what you want, the lesson curve becomes shorter, and you won't need to spend so much time wondering if you're with the right person. Once you know what you want, you'll be able scan through dating websites with more accuracy.

Keep in mind, *the wilder oats you sow, the wilder oats you'll grow*. Dating multiple partners can become habit forming. Researchers claim some members are just more prone to promiscuity than

others, so if you happen to be one of these people, a dating website could become your all-you-can-eat candy store. You'll never purge yourself of all sexual urges, and you'll never meet someone who'll satisfy all your requirements. A good rule of thumb to resist becoming a perpetual bachelor or bachelorette is to not accept anyone offering less than 80 percent of your needs, but don't expect more than 85 percent.

II. Different Types of Dating Sites

What you're looking for in a relationship will help guide you to the types of dating websites you should join. The basic dating sites offer guidance to finding either love, lust, or a long-term relationship.

To break these niches into greater detail, *love* is referring to a website's scientific methodology of searching through other member's profiles and finding a potential soul mate. They do this by having members take a personality test, which helps match similar interests with a reasonable amount of accuracy. At the very least, you'll have a few things in common with the members sent to your inbox.

Having something in common makes it easier to communicate, but don't make the mistake of thinking that commonality has everything to do with love. Research suggests that love can strike among anyone, including opposites. These love formulas are more useful in minimizing your options, so that you can have an easier time communicating with members, enjoy better dates, and make better overall decisions.

Research shows, too many choices can overwhelm the brain, making it difficult to screen out inferior choices and ignore irrelevant information, such as hair color and musical preference. This is one reason why the bigger dating websites are not always better. The result of too many choices is a slew of poor dating partners who will leave you wishing for perpetual bachelorhood.

Lust, refers to the dating websites which specialize in hook-ups. The main focus on these sites is to generate a list of potential happy endings for your Friday and Saturday night. The long-term websites are for those who are looking for love, but already know what they want in a partner. They are not looking to sow their wild oats, but move straight to weekend getaways, picking out furniture, and coordinating Sunday leisure wear outfits.

Let's look at the top websites for each of these categories.

Best Sites for Love

Match.com

Match.com is one of the top websites for finding love. While some websites boast a very niche membership base (jail birds, pet lovers, etc.), Match.com boasts one of the largest memberships in the world (six continents). For your membership fees, you get a personality analysis which is designed to

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help find compatible members. Unlike eHarmony, which insists on playing matchmaker, Match.com also features a free search, where members can search photo galleries for eye candy and like interests.

The “MatchWords” search function on Match is quite progressive, in that you can search for “female/male, football, Dallas,” and come away with a date for the next home game. Match features costs \$19.99/month if you sign up for a six month stint (\$34.99 month to month). With your membership, you also get The Daily Five (five compatible members sent to your mailbox each day), MatchMobile, chat, voicemail, videos, double blind e-mail/phone number, and at one time they even had Dr. Phil (MindFindBind) as your personal romance coach.

Plenty of Fish

Plenty of Fish (POF) is one of the top “free” dating sites around, and has a relatively large membership base looking for anything from friendship to love and everything in between. The word *free* was placed in quotes, as it is primarily free for all curious singles, but if you want the premium features, which includes being dug out of the manure pile and placed within the visible search ranks, you'll need to shell out \$5.95/month.

Membership includes their wildly topical forums (heartbreak, cheating, one night stands, etc.), instant messaging, smile (flirt) system, compatibility tests, “hot or not” ratings, and their internationally popular “Who's Seen Me”. All functions are easy to use and navigate, and their policing moderators who keep the site safe by banning any unwanted individuals and regions from your view.

OKCupid

OKCupid is a mix of social networking and online dating, focusing on finding love among a range of traditional and alternative relationships. As a free dating site, its greatest feature is the ability for members to create their own questions, modeled from the success of such paying websites as eHarmony and Match.com. As long as you are honest with what you are looking for in a partner and in fact know what you want, your suggested matches should be spot-on with your needs.

For 2011, OkCupid was honored by the Readers' Choice Awards for being the best and one of the few truly free dating sites. While they say time is money, with your 30-seconds of time to sign-up, you get an email account, instant messaging, photo galleries, quizzes, member recommendations, Facebook integration, “QuickMatch”, “Stalker” Feature (see who's looked at your profile), and minimal advertisements. If you are looking for a partner with a little more animation to their step and quirkiness to their lifestyle, OkCupid is the place to start.

Best Sites for Lust

LavaLife

LavaLife is the best of all worlds, in that its members can switch between dating, long-term relationships and intimate encounters depending on their mood and needs for any given month. It is free and easy to sign up, but if you're serious about hooking up with someone, it will take a minimum

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of \$9.99/month (6-month contract). As with many of these sites, the more you spend, the better your chances will be to get noticed. You can search and get your profile on the site for free, but if you want to appear as more than a freckle on Roseanne Barr's tush you're going to need another \$4.99 for your profile to stand out as a "Red" member, which will improve your search ranking. Another \$4.99/month will get you mobile access.

For that midnight booty call, LavaLife offers instant (who's online) searches to see who is still awake and ready to play. A few of their most notable (and useful) features are their expanded photo album (up to 10 pictures) and video introductions (up to six clips). The built in search feature works well to bury members who drone on about their ex's and cat's, and get right down to who has the most interesting sexual fantasies.

Adult Friend Finder

Adult Friend Finder is one of the founding fathers of the adult dating sites, but remains high on this list because of its massive and attractive membership base. Penthouse purchased the site awhile back and it is still going strong despite a lot of competition from new and improved lust dating sites. Anything goes on Adult Friend Finder, from friends with benefits to BDSM, two-on-one, four-way (swingers), and cross-dressers..

Membership will cost you \$7.99/month with a year membership, and you get their exclusive matching database, which scrambles to find compatibility within a range of sexual fantasies to solo exhibitionist stunts. Paid membership privileges also include instant messaging, live cams, chat rooms, relationship/sex articles, and various forums. There is not a fetish you won't find, and based on the majority of member's photos, there is not a lot of inhibition or discretion to be found either. The biggest downside to their large database is a good portion of their members have abandoned their profile and some are of the "professional" type, requiring payment before getting down to business. Overall, this is a great website for those looking to bypass the strings and get right down to the "attached".

Nerve.com

On left end of the spectrum, a good walk from LavaLife and several leaps from AdultFriendFinder, you'll find Nerve.com. The site is cheekier than blatantly sexual, which for the majority of curious daters will be more to their liking. For around \$9.99/month for a 12 month contract, members can contact each other, show up at the top of other members searches, get access to other members' video intros, view member's photos in high definition, and record their own voice message introductions.

Member profile highlights are a bit more pricey, at \$8.99/month (3-month contract), but could add another 5 to 10 contacts in return for your investment. If you've toyed with the possibility of using a dating website as an escort service, this is one of the better ones to get your feet wet with.

Best Sites for Long Term Relationships

Eharmony

While not everybody will like its non-browsing formula, there are enough marriages to come out of this site to realize that they must be doing something right. While you may not get the option to search through the photos of other members, you can guide the types of matches sent to you by the way you answer the mandatory (30-minute) personality questionnaire. The science behind their formula suggests that the system looks to round out your own personality, by matching you with members who complement your traits such as a slightly outgoing member with one who is a bit shy.

Membership for this intense psychoanalytical evaluation definitely does not come cheap at \$60/month or \$250/year. However, if you search the web, there is usually no end to various introductory offers that will knock 20 percent off the standard rate. If you have grown tired of the flirtatious, competitive nature of the other sights, eHarmony gets right down to business with the important points of a relationship, minimizing the need for games, and giving you what you're really looking for in a long term relationship.

Chemistry.com

While Match.com could be classified as a dating site specializing in long-term relationships, its sister site, Chemistry.com is more organized to find compatible members with common interests. The science behind its matchmaking is based off the research of Dr. Helen Fisher. Where eHarmony focuses on personality traits, Chemistry.com attempts to seek out compatible members through their genetic makeup and hormonal traits. This has also been described by that electrifying jolt people feel when their chemistry is right.

While there is no scientific data to suggest these methods can truly search out and deliver a soul mate to your mailbox, their theory is sound, which suggests its matchmaking abilities are probably a bit more accurate than you'd find on other dating sites. As a bonus, the intense sign up process will enlighten you, urging you to discover what you're looking for in a partner. Chemistry.com chooses your matches, but you can improve its results by rating members as they are sent to you. As you would imagine, the cost of membership is not cheap at \$49.95/month, but by the reviews from existing members suggest it can sometimes be worth it.

III. The Bait

Creating the Perfect Profile

Online dating is more science than most people realize. If we were to write a true biography about our personality and experiences, it would result in a mini-series, or a really long essay at worst. The idea behind creating a perfect profile is to highlight your best features, detailing your most common interests, and practicing coyness when it comes to your life story.

Highlights

On your profile, be sure to highlight what you consider to be the best assets you have to offer. These might include a great cook, an experienced traveler, hopeless romantic, or skilled lover. This is your chance to tell members what you bring to the table. Keep in mind that while some white lies (age, salary, height, weight, etc.) may boost your response rate initially, but once the truth is out in the open, these hopes are quickly replaced by disappointment. This can put a huge damper on your success. According to research, the biggest white lies that tend to run rampant on dating websites are height and weight.

Common Interests

Highlights are where a lot of people go wrong, because they try to introduce too much of themselves in one sitting. When members are looking through profiles, commonalities are what they are initially looking for. While you may think including as many interests as possible will produce the best results, in truth, for every common interest you share you receive one point, for everyone you don't, it costs you two.

To get around this, it's advised to include all your most "common" interests up front (concerts, music, etc.), saving your obscure ones (Harry Potter, witchcraft, etc.) for a later date. The reason being, singles consider commonality important early, but as you get to know each other, these differences will become much less off-putting.

Coyness

You don't want to drone on about your interests and achievements like a lifetime achievement nominee. While some people may think they are building their profile to an unbeatable proportion, they might actually be taking the wind out of their sails. When describing yourself on dating websites, they often tell us to be as detailed as possible, but research suggests it is the more vague profiles that receive the most positive attention.

Dating website members have a fantasy of who they're looking for and if you provide just enough mystery in a relationship, they will fill the unknown spaces with the bits and pieces they're hoping you to be. If you don't allow for some embellishment on the part of other members, they will read into the things you don't have in common and assume you don't fit the bill. In fact, research suggests the moment member's notice a trait/interest they don't share, they will see your other traits as less attractive.

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The only time it's good to use as much detail as possible is when trying to emphasize quality over quantity. There is some research suggesting the more detail you include in a profile, the more compatible interested members will be. This increased compatibility has been shown to increase the likelihood of experiencing more long term relationships over the course of your Internet dating time.

Confidence

Research suggests men are attracted to the same types of women, which is why some women can't keep up with their in-box, and others hear only crickets. However, there is one characteristic that appears to draw a man's attention, regardless of outward appearance, and this is confidence. Women can show confidence in a variety of ways, such as with a successful career, courageous hobby, or ambitious goals. Men have it easier, as women do not have the same stereotypical, ideal body image. In other words, women have a unique, personal taste when it comes to men. Just because a man is considered attractive to one woman, does not mean he'll be attractive to the majority.

Getting Maximum Exposure

Getting the maximum exposure on dating websites takes a combination of money, science, common sense, and “skilled” white lies. If you've got at least three of these essential ingredients, your chances of attracting other members will double.

Money

When it comes to some dating websites, money talks and tight wads sleep alone. While we all like to save cash wherever we can, spending extra to place your portfolio near the top is usually worth it.

Profile Placement

Men typically rate photos of women as more attractive when located towards the bottom of their computer screen. This is believed to be due to his preference to be the head of the relationship. Women, on the other hand, prefer men who are situated on the top, perceiving them as slightly better quality (top of the list). It is not always possible to make these types of arrangements, but it is a good reminder that being first is not always best.

Photos

One of the most popular photos for women, according to research, are candid self shots in the mirror. These can be made even better with eye contact, a flirty expression, and some skin showing (no more than 40 percent, unless you're looking for a hookup).

Handle

According to a study by the University of England, descriptively, playful names (Blueeyedgirl, darkhairedguy, etc.) are the most attractive to dating members. Surprisingly, these handles are much more preferred than plain names (BillyD, JeanyB, etc.), or names projecting wealth or elite materialism (Porsche933, Beachsidecondo, etc.).

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Profile Color

There is some evidence that the background color of your profile can set the mood for the members who are viewing you. One key element to romance, according to research, is creating a relaxing mood. A quiet background is a good setting for creating feelings of love, such as blues, greens, and browns. To initiate sexual interest, red, orange, and yellows increase blood pressure and those naughty, ruttish thoughts.

Sound of Music

Some social sites allow members to add music to their profiles. According to an old study from the 1980s, pop/rock music may increase the perceived attractiveness of your profile photos. This is in opposition to mellower genres (or no music at all), which tend to illicit slightly lower ratings of attraction.

Lady in Red

If there was an aphrodisiac for men on dating profiles, it would have to be the color red. Studies show a man will notice a woman wearing red, above any other color.

Cheating

Despite your good intentions, the most successful daters are not always the most honest. As in many things in life, sometimes a little “skilled” cheating can give you a slight advantage. This isn't saying to pull the wool over anyone's eyes, but rather put circumstances into your favor, while creating the optimal setting for love to thrive. After all, sometimes even love needs a helping hand.

Men Are From Sexyville, Women Are From St. Mullah

Studies show that men prefer attractiveness, while women are more concerned with wealth. Men lie about their income by an average of 20 percent in their favor. Men who claim an income over 100K are among the 90th percentile. In other words, they receive the most interest. Something to keep in mind, however, is research suggests members with similar incomes are most likely to hit it off.

Women are not necessarily gold diggers, but concerned about their partner's job, potential, stability, and ability to afford a family. Women are particularly attracted to a man with assets, such as a house or business. Men can make up for what they don't have, by boasting an aptitude to gain it in the future, such as appearing intelligent, ambitious, and well educated.

Men are particularly smitten by profile photos featuring thick, dark, long hair. Research suggests men tend to see brunettes as long term partners, and blondes as short term flings. This is not saying to change your hair color, but just be aware of this tendency.

Playing the Gym Card

Anytime you peruse profiles on dating websites, you'll see the word “gym” mentioned quite often. Men see this as the opportunity to flaunt their muscles, and women to display their healthy lifestyle. According to a study conducted by the *Geek Squad*, most women prefer a man with fix-it skills more

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than brawn. When it comes to keeping sinks unclogged, toilets flushing, and computers purring, the latter offers the most practicality. Women under the age of 30 may prefer men with six pack abs, and it will double his chances of receiving interest, but these photos will count against him the older he gets.

Headshot for Long Term, Body Shot for Fling

Men are genetically built to seek out healthy, fertile bodies. What this means in the real world is if a guy is more focused on the body, he is probably not thinking about candlelight dinners and long walks in the moonlight. Studies show most men are biologically drawn to curvy, average body types for sex, but when it comes to settling down, they look for an attractive face. Women who are interested in a long term relationship should focus on a good headshot, while women looking for lust will do best with a sexy bodyshot.

Sensitive for Long Term, Macho for Fling

Men have a different means of controlling the types of relationships they find themselves in by how they exude their personality. Masculine men (square jaw, large nose, etc.) with a carefree attitude attract women looking for a short term fling. Sensitive men (small chin, raised eyebrows, etc.) attract women looking for a long term commitment. Just keep in mind, too much sensitivity (pushover, indecisive) will always count against you.

Timing

During poor economic times, men are most attracted to heavier women. The theory behind these findings is that men are more biologically prone to seek mature, hearty women during times of hardship. Men are also more attracted to heavy women when hungry, as opposed when they are satiated. Using this theory, larger women may have the most success contacting members during the late afternoons (right before dinnertime), than during the early evenings. This is also a good tip to remember when arranging a first meeting. Dinner is not a good setting if you want to keep him hungry for more.

White Lie Vs. Hard Lie

An example of a white lie, is telling a member you love their new profile picture, when you really don't. This type of lie is looking out for *their* best interest. A hard lie is told to protect *your own* interest, such as stating you're divorced, when you're only separated. In these cases, you're bending the truth to match what other members want to hear. When it comes to certain aspects of your life (past relationships, etc.) you shouldn't tell hard lies, but you don't have to divulge your entire life's story, either. A good rule of thumb is to resist questions that invade your privacy, tell white lies if they're meant to protect someone's feelings, and resist the hard lie under all circumstances.

Vulnerability

Women like strong, confident men, while men prefer slightly vulnerable women. When a man is in his 30s and single, women will wonder what's wrong with him. He will need to prove he's a great catch, but has just been holding out for the right person. Women, on the other hand, are better off appearing vulnerable. According to a study by the University of Michigan and University of Pittsburgh, women who admit they were dumped by their last boyfriend, were consistently rated higher than women who did the dumping. Researchers believe this has something to do with a man's fear of rejection. And don't

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think that leaving such a question blank is better, as research shows this also counts against you.

Common Pitfalls

There are several pitfalls to look out for when using dating websites. By avoiding these, you will ensure a better overall experience. Let's look at a few of the most common.

Disappointment

One of the biggest complaints in Internet daters is being disappointed when they actually meet someone in person. The majority of online daters lie about their height. This tendency is just as widespread in women as in men. Men are driven to rise among the coveted six foot mark (even if only 5' 8"), while short women will add a few inches and tall women will subtract. On average, a 5' 4" woman will receive 50 more interested members than women 6 feet or taller. Men and women are guilty of lying about their weight (60 percent are guilty of this) too, but it is more common in women.

Honesty

It's good to be honest on your profile, but one common mistake some people make is to be a little too honest. Dating websites are like job interviews. You want to put your best foot forward, which means letting other members find out your negative traits for themselves. People have the tendency to portray negative characteristics when they're having a "bad day", so make sure you feel good about yourself before starting a profile.

Trust

Trust is rarely an issue on dating websites. Researcher, Dr. Jeff Gavin, suggest both men and women grow to trust Internet partners quicker than regular dates. Because of this, we are more likely to fall prey to internet players whose intentions are less than noble.

Choose Your Words Carefully

Studies show women are particularly cautious of men who use the word, *love*. Men are turned off by the word, *hate*. If you want to keep interest high on your profile, stay away from either of these highly volatile descriptors.

Virtual Contentment

Because of the satisfaction members achieve with virtual relationships, many are perfectly happy leaving the relationship as is (without meeting), either because of a personal choice, marriage, or another commitment. Websites such as *Second Life*, allow people to mingle in virtual atmospheres, and while 70 percent have experienced a long term partner, only 19 percent actually met them in person. According to LMU professors, many *Second Life* members describe their virtual relationships as more satisfying than their real ones. They report better communication, an easier time expressing themselves, and better sex. The problem is, these feelings are only short term, and can often sabotage the possibility of a relationship working in the real world.

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Optimistic Endowment

According to research, what we don't know about a virtual partner, we tend to fill with the characteristics we like. The result is creating a virtual person within our mind, who is even better than the actual one. The problem with this is you'll only end up disappointed once you meet. To counter this, it is suggested not to get too involved with the virtual side of your relationships, and move to the web chatting and phone conversations as quickly as possible. Studies show emailing does not offer the chemistry of genetics, which is important to the overall satisfaction of any relationship.

Lazy Communication

Technology has made it easy for us to communicate with each other with the push of a button. While it may seem easier to text or email a potential date with a catchy line, studies show it is better to speak to them in person. Conversation can promote a level of attachment that is impossible with texting. Some people are very off-put by this type of communication, which includes asking someone out, canceling, or announcing they're going to be late. Avoid this common mistake, and you'll stand out above the majority.

IV. The Hook

Searching Profiles

You can't expect to hook the partner of your dreams by throwing yourself out there and waiting for them to find *you*. While that very well could happen, your best chance will come from a combination of bait and chase. This portion of the book will concentrate on how to take an active role in searching out a worthy partner.

Narrow Your Search

Too many options overwork the brain and the result is fewer quality member choices. Set aside a short block of time to sit down and go through a handful of profiles, looking at their personality and characteristics as a whole. One of the biggest mistakes people make is coming up with a quick way to narrow down large numbers of profiles, such as looking for a certain hair color or income level.

Never Assume

Just because you're single, does not mean you'll be communicating with other singles. There is a large portion of attached people looking for folks to cheat on with their existing spouse or relationship. Most dating disasters happen because we assume things we shouldn't. Just because you met someone who appears to be single, you shouldn't assume they are.

Trust Your Instinct

Dating websites that claim they have the scientific formula for finding your perfect match are not always reliable, so it is advisable to do some of your own profile searching and trust your instincts. Most research suggests following your own gut and keeping your standards high, offers the best chance of finding a good match.

Background Check

Everybody is using background checks, from potential employers to web savvy daters. While there is a move to start pushing dating websites to apply these to all members, we are a ways from that. Thanks to a collection of various websites, you can accomplish your own background checks (criminal, marriage, etc.). Most background checks come with a moderate fee, but you can check the National Sex Offender Registry for free. The problem with these websites, is they can provide a false sense of security, considering their databases are often incomplete or out of date.

Internet Search

Everything from bankruptcy court cases to previous arrests can be found on the Internet. In many cases, Google may be all you need to get a good overview of what someone has been doing over the past 10 years.

Social Networking

Facebook currently has over 600 million members, Twitter 200 million, and LinkedIn 100 million. These sites are a good way to search for someone outside of the dating website, to see them from a

slightly different angle. Keep in mind that these sights are not always recommended for dating, as they do not feature any security features (double blind email/phone numbers, etc.).

The Art of Internet Flirting

Not always appreciated, usually punished, and almost never rewarded. Flirt tactics can sometimes do more harm than if you walked into a bar wearing a suit made of sardines. Dating websites are set up to make your life easy when it comes to flirting. With online tools such as winking and smiling, you can send a hint to anyone you like.

Flirting has been documented in just about every animal on the planet, but just because it is a natural action does not mean it comes natural for everyone. Recent research has documented the five forms of flirting, looking at what makes each of these methods effective and ineffective. We can use this data to devise a fool-proof plan for getting maximum attention.

Five Styles of Flirting

According to studies at the University of Kansas (KU), there are five methods of flirting:

1. Physical Flirt — The physical flirt uses a very explicit style of sexual flirtation. This develops relationships quickly.

The Benefits: These relationships are based on sexual chemistry, but studies show they also promote strong emotional connections. The physical flirt is good at dressing for success, which is showing at least 30 percent skin on their profile photo. According to studies, any less skin will not get maximum attention, and any more will give the wrong impression.

The Pitfalls: There is not too much bad to say about the physical flirt, other than this flirting style can give the reputation of being a player/man-eater.

2. Traditional Flirt — This is a very introverted form of flirting, counting on the guy to make the first move.

The Benefits: While most of these people will not flirt in public, 40 percent will do it behind a computer screen. According to studies, the traditional flirt can be successful because they follow a traditionalist view, consisting of medium length text, minimum abbreviations, and a moderate use of emoticons.

The Pitfalls: These members have a difficult time finding dates in the physical realm because they give the sign they are either taken or uninterested. The majority of their dates are with acquaintances they've known for a certain amount of time.

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3. Polite Flirt — The polite flirt is more flirtatious than the traditional flirt, but they are still quite conservative.

The Benefits: The polite flirt is not opposed to flirting, but is often too shy. Studies show when they are able to overcome their hesitation, they will find good quality long term partners.

The Pitfalls: The polite flirt fails to gain attention because they don't stand out in a crowd as much as other flirts.

4. Sincere Flirt — This is the most common form of flirting, which involves a sincere interest in someone, based on a combination of sexual and emotional chemistry.

The Benefits: Sincere flirting will bring the most meaningful, long term relationships as long as there is chemistry. Humor is a powerful element to their style, which must be fueled with the interest of getting to know someone. Research suggests the best way women can use humor, is either intellectual (dry, satire) or silly (slapstick, potty). Men have the most success with light sarcasm (wisecracks, self-depreciation).

The Pitfalls: There's not much bad about being sincere.

5. Playful Flirt — The playful flirt uses friendly chatting and teasing to succeed. These members flirt with just about anyone because they are fueled by attention.

The Benefits: The playful flirt is very confident because of the number of members they are in contact with. They are also very good at getting what they want in relationships.

The Pitfalls: This style may work well for those interested in lust, but if long term romance is on their agenda, this type of flirting will lead to a string of uncommitted relationships. By focusing their attention on only a few members, this flirt can increase their chances of meaningful, long-term relationships.

Other Flirting Techniques

Interest in Others, Begets Interest in You

People are interested in other people who are interested in them. If you have an average profile, you can increase your success rate by showing a genuine interest in other members. What this is saying, is instead of trying to impress members with your own activities, take an interest in what other people are doing.

Be Open to New Experience

Nothing puts a damper on introductions faster than members who are not open to new experience. This doesn't mean to pretend you're something you're not, but remember that just because you didn't like something in the past, doesn't mean you won't like it now. People like others who are interested in

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taking part in the things they're interested in (even if only once).

Tease By Teaching

A sample of 130,000 participants in 130 nations was asked the greatest influence on their happiness. The two biggest answers were “being able to count on someone” and “learning something new”. It would appear from this study that one of the most powerful drives in life is learning. The best way to flirt with this technique is to casually introduce interesting ideas/trivia during your conversations. This will pique member's interest, giving them reason to get to know you better.

Laughter is the Best Ice Breaker

While it is said that pickup lines don't work, according to a study at the University of Edinburgh in Scotland, in certain circumstances creative lines can actually break the ice in a way that is more memorable than the standard greeting. The best types of lines are either intellectual (“Did you know...”), humorous (“If you were a pirate, and I was a tree—I'd let you shiver me timbers”), or sincere (“Those are some great shoes, but I bet you can't dance in them.”). Sexual themes (“I can carry a dozen donuts without using my hands”) may work on the sites specializing in lust, but they'll act against you on the majority of them.

Using the Right Bait: Attracting Love, Lust, and Relationships

Baiting members of dating websites is basically urging members to want what they cannot have (you). The problem with wanting something so badly and getting it, is it never seems quite as sweet as you thought it would be. This is a common scenario among men who have always dreamed of owning their dream car. They may save for decades, then when they're finally able to afford it, they drive it around one week, and trade it in for a timeshare in Las Vegas. We're not questioning whether or not baiting works, but what you have to use in order for its effects to be long lasting.

Easier to Get, Less Likely to Go

Studies from the Stanford School of Business suggest when a woman is denied an object of affection, not only will she want it more initially, she'll like it less once she achieves it. During a breakup, men have the advantage of gaining a woman's interest once she realizes she can't have him. Unfortunately, this will only last as long as it takes her to realize she was right the first time. In other words, the more difficult a man is to get, the higher her expectation, and the more likely she'll be disappointed. The best way to find love in both men and women is to be moderately available.

Playing Selectively Hard to Get

Countless studies have shown that playing hard to get works as well in virtual realms as in the real world. This means showing moderate interest and availability, yet remaining somewhat inattentive. As long as a man doesn't have to work that hard and believes other guys do, he'll feel special. Playing hard to get on dating websites is most effective when someone only has to work moderately hard to achieve their goal. Researchers call this *selectively playing hard to get*, and it is a great way to gain both love and lust.

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Resist Moments of Emotional Weakness

For every person who has written a poem or said “I love you” to a partner they barely knew, there is a lesson on controlling weakness before doing something they’ll regret. When dealing with love and a potential relationship, you must allow time for the mind to understand its feelings before speaking from the heart. Most knee jerk reactions are not worth the complication they cause. This is also a reminder not to try to bait a member using lust and excessive emotions, as you might only end up baiting yourself into heartbreak.

Love Yourself and Members Will Love You Back

It is impossible to be lonely when you love yourself. Self love is about accepting your flaws and praising your values. If we become worthy of our own interest, we will become interesting to those we find worthy.

V. Reeling Them in

Crash Course in Virtual Romance

Creating romance in the virtual realm is a tricky proposition. There are techniques that work and ones that don't. The feeling of love is a cluster of chemicals (dopamine, serotonin, oxytocin, etc.) released into the brain, causing the body to experience emotional connections, also known as infatuation. One theory says the brain is capable of perceiving love on many levels, including casual attraction, infatuation, and spiritual romance (true love). While mechanical love is most often found on dating websites, your best success will be had with creating the base blocks for romance to blossom.

Research suggests men are capable of romantic intimacy, but are grounded by the mechanics of their biology. Romance has never been useful for a man's survival. Men were designed to procreate and move on, and it was the woman's responsibility to keep him around by providing the emotional support he needed. These rules no longer apply, and romance is a tool that can be successfully used by both men and women, even in the virtual world. Here are a few tips to make it happen.

Anti-Infatuation — Never fear losing a member by not trying hard enough. Romance needs time to breathe. While some Casanova's on the Internet will try to force romance through lavish poetry and gifts, the true Don Juan knows that romance comes from a combination of friendship and sexual chemistry, not infatuation.

Vulnerability — To generate romance, trust is one of the fundamental ingredients, but vulnerability is one of the quickest ways to get there. Romance is normally hindered by our defense mechanisms. Creating romance online is about letting down our guard and sharing an intimate portion of our life. Instead of talking about your favorite movies or hobbies, try explaining your most embarrassing moment or worst experience on a public bus. In doing this, the other person will understand the trust being bestowed upon them, and share a portion of themselves in return.

To build romance in the shortest amount of time, the vulnerability has to be somewhat extreme. Within hours a couple can be sharing deep secrets with each other that they've never told anyone, and the resulting trust will be the spark for romance to start. Without vulnerability, trust can take weeks or even months to build to the point of romantic worthiness.

Similarity — Romance begins from a “click” between partners, which is caused by an uncanny similarity in their life stories. This happens without our control, but we can increase its likelihood by searching for a partner within the closest proximity as possible. The more similar the surroundings are to a couple, the more likely they will find something in common, as in attending the same high school, enjoying a favorite local band, or hanging out at an identical coffee shop. Just as the comradely felt between sorority or fraternity brothers, we are drawn to people that we feel we have a connection/similarity to.

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Empathy — Conversations that seem to click romance online, are when two people bond with a rapport of being in a similar position or understanding. As when two teachers meet and discuss their worst student, or business members share the struggles of their first year — this feeling of empathy builds a rapport that can create an instant bond between people. Beyond searching for members with like experiences, the other way this emotion can be created is through empathy. While you may not have the same experiences as someone else, you can certainly empathize with them, creating a deeper bond from that understanding.

Online romance is developed from open communication, honesty, understanding, and familiarity. Empathy allows people to grow together, forming a bond through similar perspectives. The more adverse the situation is that you are empathizing with, the more likely it will result in a deep connection with the person sharing their story.

Let it Be — Sometimes all that's required to create romance is allowing it to unfold the way it was meant to. Never try to lead a relationship with fairytale grandeur, as it works better for it to grow on its own. Some of the world's most romantic moments occur in our minds. While it may sound simple, letting things be, is one of the most difficult things you'll do. If we drop a weight on our toe, we instinctively grab our foot and hop around. If a member says they no longer want to see us, we plead, ask why, and blame ourselves for being uninteresting. Relax, romance is stunted most by our anxiety.

VI. Evaluate Your Relationships: Keeping or Cutting

The Evaluation

There is a fine line between keeping or cutting an early Internet relationship. When a person describes their ideal mate, their qualities usually include a combination of core values, preferences, and annoyances. The most important of these are core values, which are a person's traits that cannot be changed or compromised. This is where the line is drawn with a relationship of what should be acceptable and what should be grounds for an early dismissal. Core values include honesty, integrity, and faith. To some people, religion is a core value, and to others, fitness is their most important lifestyle choice. Only you know what your core values are.

Preferences are characteristics we tend to be attracted to, such as a certain height, weight, or music preference, but they are not critical for our happiness. Annoyances might include poor grammar, overuse of emoticons, or an unsavory fashion sense. These annoying traits are where the lines become a little fuzzy. Similarities are nice to have when getting to know someone, but they are not necessary, especially when you consider these often change throughout a person's lifetime. Small annoyances can be overcome by loosening expectations and making subtle hints for improvement.

Preferences may cause a member to be more attractive initially, but good chemistry will make the final decision.

The Reality of Finding a Date

Chemistry is incredibly important to relationships. It is your brain's contribution, ensuring we're not only physically attracted, but also chemically compatible. When you look at a profile of a member, forget about your vision of Prince Charming. The only way to get a real sense of someone's chemistry is to meet them in person. When you do, pay attention to how they make you feel physically and emotionally. Look at their flaws, and ask yourself if any of them are a real deal breaker.

When a member introduces themselves, try not to compare them to your list of preferences right away. As long as they have similar core values, your gut instinct isn't waving any red flags, and their photo doesn't bring back memories of your third grade teacher, they're probably worth getting to know. If you've ever said you hated something, only to find you later loved it, this is a reminder that you don't always know what's best for you.

While desiring perfection in a dating partner is normal, it can be a little unrealistic and anti-productive. It's great to have high standards. It's your valuable time, after all. However, what it comes down to is learning to be choosy about the right attributes. To do this, you really need to understand what's important to you. In some cases, having too high of standards can be an excuse for other issues, such as commitment/intimacy phobia or low self-esteem. If you go from one relationship to another, claiming nobody is worthy, perhaps it is because you fear commitment or rejection, or perhaps your profile is attracting the wrong members (refer back to Chapter III).

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Searching for a dating partner is not quite like picking out plaid drapes for your living room window. There is not always a clear winner at first glance. You need to allow enough time for each relationship to show its true colors before accepting or declining. Take your time! Learn from your mistakes, and don't get frustrated if things don't go as planned. Finding your way to a worthwhile relationship should be one of the best and most memorable parts of your journey.

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Thank You!

