

Transcript for Toolbox | Tindering Your Way to Better Dates (Episode 305)

Full show notes found here:

<https://theartofcharm.com/podcast-episodes/tinder-toolbox-use-tinder-land-dates-episode-305/>

JORDAN: Welcome to The Art of Charm; I'm Jordan Harbinger. The Art of Charm brings together the best coaches in the industry to teach you guys how to crush it in life, love, and at work. Imagine having a mix of experienced mentors teaching you their expertise, packing decades of research, testing, and tough lessons into a concise curriculum.

We've created one of the premiere men's lifestyle programs available anywhere, and it's free. This is the show we wish we had a decade ago. Now, this show is about you, and we're here to help you become the best man you can be in every area of your life. Make sure to stay up to date with everything going on here and get some free ebooks as well as drills and exercises that'll help you become more charismatic and confident by signing up for the newsletter at theartofcharm.com.

If you're new to the show but you want to know more about what we teach here at The Art of Charm, listen to The Art of Charm Toolbox at theartofcharmpodcast.com/toolbox. That's where we've got the fundamentals of dating and attraction such as body language, eye contact, vocal tonality, including some episodes on breakups and relationship management. That's where all the basics are, so get a handle on that first. We've got boot camps running every single month here in Hollywood, California. Details at theartofcharm.com. Looking forward to meeting all of you guys here at AoC.

All right guys, today we're going to talk about Tinder. If you haven't heard of it, you were probably born under a rock and don't have one of them smartphones. It's a dating app that -- I hate using cliches but I will -- taken the world by storm, because everybody freaking has it. Basically, you swipe right, you swipe left if you don't. It's like window shopping for women and it's just unbelievable. It's a phenomenon because you really

are getting to the root of it, for guys especially, which is would you or would you not? Based on a profile picture. You can tap for more detail, nobody ever really does. And a lot of guys ask us questions, since this is so popular, about how to maximize it, how to get matches, how to make the dates work, etcetera. So, we've got Justin Jensen from The Art of Charm, and Byron, a graduate of The Art of Charm program, not a coach. But, these guys together have dominated Tinder, created a system, we even have an ebook for you guys that's going to be free at theartofcharm.com/tinder, that is all about the strategies that we're going to talk and goes into detail about mastery and how to get this really rocking and rolling for you. So, guys welcome to the show, first of all.

JUSTIN: Yo.

BYRON: Hey, what's up?

JUSTIN: Glad to be on here again.

JORDAN: Now, you guys have come up with a pretty sweet system and Byron has just taken off with this stuff, figured out all kinds of really neat strategies, and I know Justin has been back and forth, on and off Tinder, if you will. On and off the Tinder wagon.

JUSTIN: Yeah, you get some crazies and you kind of take a break for a while, and then you get back on again.

JORDAN: Yeah, of course. So, let's talk about what it is and why it's actually important, as opposed to just a ridiculous, ridiculous app.

JUSTIN: Well, it's important because, when you think about dating in general, when you go out, you're going out at a certain time on a certain day at a certain place, so it really limits your number of opportunities or women that you can meet. So, Tinder is a good app because you can meet people that otherwise might have missed if you hadn't been on the app because they weren't at

the same venue or out at the same time that you are. So, you can meet a lot of people that you would otherwise miss.

JORDAN: Okay, and so it's essentially an extension to your dating life and what we call the social sales funnel, if you guys want to give a brief overview of that. One, it's easy to use, but is it easy to set up and start landing dates, or is it just kind of a tease? What's the deal.

JUSTIN: Yeah the social sales funnel is essentially borrowed from sales or business. It's an idea where you have social life start working for you. So, at the top of your quote unquote, funnel, you have where you go out and get your leads. So, an example of going out and getting leads could be going to your favorite bar, your favorite club, or things like that. So, online dating is an extension to that to get more leads.

At the bottom of your sales funnel, you'll have a thing like a regular event that you go to. Sometimes it's a pool party, sometimes it's a house party, sometimes it's going out to a music event. There's different forms of what would be at the bottom of your sales funnel, but essentially it's a regular event that you like to do that incorporates people, like your friends or potential dates, that you would bring them around to. So, that's the basic summary of a social sales funnel. Online dating or Tinder is a great extension to that because you can meet a lot of opportunities, invite them out, things like that.

JORDAN: Excellent, and so, how did you, Byron, start using this to start setting up and landing dates right after your program?

BYRON: Well, I was just fresh out of the program and Justin had actually introduced me to Tinder. I had never heard of it before. And so, I signed up, and it was a horrible profile. I had just started, you know? I just started swiping. I had girls with me, we were all kind of making it into a game, and then all of a sudden, I started getting matches. We had spend so much time on it that I had more matches than I could handle, you know? And with just a super ***** profile.

JORDAN: That's a high quality problem. So, you had a terrible profile and you were getting so many matches that you couldn't keep up with them, which is the opposite problem that I think most people have with Tinder. Not that I think, that we get written about with Tinder. It's, "I match everyone and no one matches me, and when they do, they don't answer."

BYRON: I was pretty surprised. When I first started -- I'm a teacher, so I had my summer vacation and I had nothing to do, and I set up 12 dates in 8 days. That was my first Tinder experience. It was just ridiculous. Because there's just so many girls on here, it's easy. You've just got to find them and swipe them.

JORDAN: Yeah, this is not sponsored by Tinder, just in case anybody is wondering. "Is it really so easy?" Yeah. "Is it really that quick and painless? Tell us more!" Yeah, it sounds almost infomercially but I know, you guys are huge fans. And it's funny because you guys are always talking about how awesome it is, and everybody else I know is always like, "Tinder is such a ***** tease. Nothing ever comes out of it." So I was like, "Okay, we need to fix this problem here and do a show about it."

JUSTIN: Yeah, absolutely. There's a lot of negative mindsets too, which I think goes into that, which is something we talk about later. But yeah, having a negative mindset about online dating is pretty much going to get you those results. You're not really going to get very far, because they're not going to teach it like a science experiment or like a social science experiment.

JORDAN: Sure, and it seems like it's a lot less involved than traditional dating sites, which has to be a part of its popularity. For example, if I'm a dude and I wanted to go do online dating, I have to log into Match or OKCupid, sign up for a membership, fill out the profile, answer the questions, upload my photos, and it's like, "Ugh, I don't feel like doing this," even when I did have time for it.

But with Tinder, you download an app, it uses your Facebook profile picture, unless you want to use a different one, which it has that option, and you just take one from you on the phone or you take one on the spot, and you're Tindering right then. I think you have to enter your age and it already knows where you're located, generally, and you're good. That's the end of it.

BYRON: Not to go too infomercially, but it literally takes minutes a day. I'll just have a couple extra minutes and I'll go on there and swipe, swipe, swipe, and then that's it. You get a date. That's all it takes.

JUSTIN: Oh, I don't know about you, man. I would spend like half an hour on there, just messaging, swiping. It was time consuming in really awesome way.

BYRON: I don't look at them.

JUSTIN: Way better than Facebook.

JORDAN: So, if you do this right, this type of access to women is why Al-Qaeda hates America, right? Because it's just like, "Yes please, yes please, yes please. Oh, match. All right, cool. What's up girl?" Instantaneous access. So, you say yes about her, she says yes about your picture, and then Boom! You're instantly text messaging, through the app, when you both match each other.

JUSTIN: Yeah. I should look into this but I believe it also has a video like Snapchat messaging available now, too.

JORDAN: Oh, snap. All right, so they've evolved.

BYRON: Yeah, it does pictures now.

JUSTIN: That's been in like a couple weeks. They just introduced that.

JORDAN: Wow. So, I wonder what the penis count is on the whole network wide. They were like, "Oh, now you can send a picture,"

and it's like 10 million dicks just went through the Internet at the same time.

JUSTIN: [00:08:22] that you have to understand is that Tinder is a largely picture base dating app, so you don't even really need to have a big in-depth profile. Of course there's tips and things that you can use to enhance your profile, but largely it's based off of pictures. So, that's where guys want to focus on, is separating themselves out through their pictures, so that they stand out from the crowd. And I think a lot of guys get frustrated because their picture is just kind of boring. There's nothing out there to draw any interest or curiosity from her part.

JORDAN: Ah, interesting. So, it's just like, "Me, smiling in front of car," and it's like, "Eh, next." Right? It's all the same.

JUSTIN: Yeah, a lot of guys are doing the same things. So, just like we would use banter or something to set ourselves apart from other guys at a bar, we would use banter-esque pictures or banter with our pictures, so that we separate ourselves out from the pack.

JORDAN: What do you suggest?

JUSTIN: There's things that you can do like, this is going to sound funny but you can do Photoshopping of your pictures. There's been some article circulating about guys being successful with that. And I'm not talking doctoring up your pictures like a supermodel, although I guess that could work, but more of like something really funny or ridiculous. I remember my favorite profile Tinder picture, when a guy asked me to rate his was, him walking away. It was a picture of him and there's a baby Photoshopped in his arm and he was holding a teddy bear and he's walking away from a burning house. It was the most epic thing I've seen, at least in terms of what guys are doing. I just thought that was pretty funny.

JORDAN: And it's bad Photoshop, right? It's like the teddy bear has white -- yeah.

JUSTIN: This was really bad Photoshop.

JORDAN: On purpose, yeah.

JUSTIN: Oh, purpose, yeah. It wasn't like he was trying to portray himself like a firefighter or hero, it was actually more a mock of that. He's such a hero that he Photoshops babies into [00:10:09].

JORDAN: It's like a pixelated teddy bear --

JUSTIN: Yeah.

JORDAN: -- cartoon teddy bear.

JUSTIN: It's like --

JORDAN: Yeah.

JUSTIN: It's something that I could do and I don't even use Photoshop. It wasn't a professional job.

JORDAN: So we do that instead of just being, "Here's a picture where I look really awesome and look really cool." Maybe don't take yourself too seriously because not many guys are doing that but everybody's like, "Here's me with my shirt off. Here's me on a motorcycle with a helmet off trying to be a tough guy." Try hard stuff versus, "Here's my personality." They're trying to showcase something that's not necessarily just personality.

JUSTIN: Yeah.

BYRON: Yeah.

JUSTIN: And that's exactly what you want you to do, is showcase the personality. And I know that -- Byron, you might want to comment on this too -- you've had a lot of success with showcasing your personality through your pictures.

BYRON: I actually -- yeah, I used -- not even Photoshop, I used Paint, the most basic, piece of **** picture thing you could do. And for anybody who's been on Tinder, you know that tigers are everywhere. Every 10th person, someone's next to a tiger. So, I found this just awesome tiger picture online and I did a really ***** job of cutting myself out of a picture and just plopped myself on it, and I put, "Ladies love tigers," in my profile.

JUSTIN: There's a whole Tumblr on that. It's 'Tinder Girls with Tigers.'

BYRON: They're everywhere. So, I've got one like that, I've got in one of my halloween costumes, I have one of me -- one of those in the air jumping pictures. Just stupid -- do something. You just have to have some sort of fun. Show your personality. Don't be a selfie guy.

JORDAN: Because otherwise, there's so many guys doing the selfie thing that you'd have to look like that -- remember that guy who got arrested and his mugshot looked like a model, except he had a bunch of face tats? Yeah, you'd have to look like that guy to stand out on Tinder. Or you can just be goofy and be swimming with -- a goofy picture or Photoshopy or something mildly creative and unique, because basically you're trying to get something to stop for a nanosecond and go, "Eh, okay." That's all you're trying to do. The bar is not high. You're not trying to get them to go, "Mmm, dreamy eyes," or whatever. They're just like, boom. Yes, versus the no pile. That's the only goal with the first picture.

BYRON: Yeah.

JUSTIN: Yeah. You're just trying to grab their attention at first. That's really about it. Girls are very analytical. Once they like your first picture, they'll start to read and look into your profile a little bit more.

BYRON: Yeah, and you can put that picture of --just a normal picture of you smiling. You can put that later. Have it in there so they actually know what you look like. But that first picture, you've

got to pull them in and then once they click, then you've got them. Then they'll take a look and they'll see, "Oh, hey, here's what this guy looks like." But you've just got to -- you've got to be fun at first. You've got to come out different than everybody else.

JUSTIN: Yeah, it makes a lot of sense because it seems like there's plenty of first dates here and maybe a lot of them don't go anywhere because of course, the whole thing is based on a little bit of personality, banter, and that first picture. But you can get a crap ton of first date experience, especially if you're coming off a divorce, coming off of a relationship, or you're young and you don't have that much dating experience. This is like the first date boot camp training assembly line, right?

JUSTIN: Yeah, it's great for getting back on the horse or great just for adding more options. Even if you're an experienced dater, it's great for that too. And as Byron said, you can line up for 12 dates in 8 days.

BYRON: Yes, sir.

JORDAN: And that was first try. I bet you if you really systemized this, you can do two or three dates a day. You'd hate yourself and your life at the end, but you could do it. It is physically possible.

BYRON: The thing is, too, I was just out of the boot camp and I listened to the podcast, so I was trying to implement all these things that I'm learning. So, this to me was -- I'm using this potentially endless stream of women to practice my bantering skills, my body language, and so, for me, that's what I was doing. I was going out there and it was perfect. I've got it down now. It's just so many of them and I'd go in with like, "Hey, tonight I'm going to work on my vocal tonality," or all these Toolbox episodes I was going through and then applying them to my dates. It did wonders for me. It helped so much.

JUSTIN: That's awesome to systematically go into a date and be like, "Okay, I'm going to work on this thing and see what happens." That's a great way to learn the stuff, yeah.

(COMMERCIAL BREAK)

JORDAN: Right, so you could listen to the Toolbox and be like, "I'm going to work on body language," and then the whole date you're focused on that. You might come across a little weird because you're in your head, but you might be like, "Cool, got the body language down," or, "Oh, I'm going to see how far I can push banter," so you meet up with them and she's like, "This guy is a goofball, not a match for me," but meanwhile you just did an hour and a half of banter training, and the next date you go on you can calibrate that much better.

BYRON: It's not about -- when I'm [00:15:38] it wasn't about them, it was about me. And if they were cool, then I'd calibrate or whatever, but some of them are kind of duds and I just would banter for however long we're there. Just horrible conversation but I was doing awesome.

JORDAN: Yeah, right. Yeah, because you had a different goal than she did.

BYRON: Yeah, yeah.

JORDAN: She's like, "I want to get to know him and see if he's a match," and you're like, "I don't care about any of that. I just want to goof around and see how far I can take it." So we stand out with pictures of us having fun, doing cool things, funny Photoshops or whatever. What other ideas do we have for guys? What's the general rule? Do we have a rule for the photos? How does it work?

JUSTIN: Generally, if you have five or six good ones, you're okay. You don't have one or two pictures because that doesn't give full idea of who you are. So, you want to have a good amount, which you could go with the max, or have, I think, five. Bottom line is, you want to give her enough to kind of see a complete picture of

you. Less won't give her an idea of that, and she won't be able to connect with you, either.

JORDAN: That makes a lot of sense, because otherwise, there's a lot of guys that put up a ton of photos. Especially if you put up the same kind of photo like, headshot, headshot from the left, headshot with you and your dog, headshot with you and your ex-girlfriend cropped out, headshot of you on the beach. Eh, not really any personality there, right? You've only got five or six slots to showcase that, you want to vary it up, probably quite a bit, right?

JUSTIN: Yeah, to match up with your personality. I'm very into having a good time and partying, so that's the photos I put up because that's also what I'm looking for. I don't want to go to the museum on a Sunday morning. I want to go to a pool party or go get some bottomless drinks somewhere. So, that's kind of where my take on that is, is where you want to have pictures that are in line with your lifestyle, so you're attracting the girls that would fit into that lifestyle.

JORDAN: Right, so I would actually need a picture of me saving a baby from a burning building, because I do that on the weekend.

JUSTIN: Yeah, that's a regular thing.

JORDAN: Good, and what about the profile? What do we write in there? Does it have to be really cool prose? Does it have to be written in iambic pentameter? What's the trick to writing the profile?

BYRON: Typically go with haiku.

JORDAN: Haiku. Yeah, exactly. Because I know on Match and OKCupid, you can scroll until -- they had to put limits on those things because people would just write a book and I'd get -- I don't even read those because I was like, "Ugh, there's so much here. Yeah, don't need to know everything about you before we meet. Just want to see what you look like. I'm a dude. That's how it works, anyway."

JUSTIN: One thing I will say that guys shouldn't do is -- a lot of girls put their Instagram account because they want more followers or whatever. They just put their Instagram account on there. I don't recommend guys put their Instagram account on there because most of the time, our pics are just like, "Oh, here's this cool beer I'm drinking. Oh, here's this taco I'm eating." It's not very well curated, if you know what I mean.

JORDAN: Yes.

JUSTIN: And because it's not curated, it's kind of giving off a wrong impression. So, I would recommend not putting your Instagram account on there, and just save it for when you guys are actually dating or friends.

JORDAN: Yeah, because otherwise, what you're doing with Tinder is essentially controlling your first impression. With Instagram, it's just like your Facebook, there's too much information in there, it's unfiltered. You're just trying to get a first date, you don't need them to know what your college graduation party looked like and what your last vacation was in graphic format.

JUSTIN: Yeah, exactly. Byron will have some insight on this too, but I think just keeping it short and brief is -- I have a banter line on there and that was about it, because usually when she likes me, it's more to do with the pictures and who I'm representing, than it has to do with my profile description. And then when the messaging thing would open up, we would just banter about our mutual interests. It's been my experience that the girls that liked me, we had about 5 to 10 things in common. So, there's plenty of material to go off of.

JORDAN: Okay, so keep it short, keep it brief, maybe add some funny captions to the photos. There's taglines and stuff like that, are we trying to be creative there? Where do we stop? Is there such a thing as too goofy? Because I guess, if we're just trying to manage the first impression, this is sort of the graphic equivalent of the first, what, two minutes of your relationship?

JUSTIN: Yeah, so I recommend starting on something funny that would be eye catching. So, mine for a while was, "I'm a proud owner of a full set of teeth."

JORDAN: Nice.

JUSTIN: Being fun and goofy about it. I usually add the big smiley face next to it. Byron, what's your take on this? I know that you had, at least for a while, would have comments or references relating to the pictures.

BYRON: Yeah, I was trying to wrap my banter into my profile, still keeping it short and sweet. But if they responded first or the conversation got dull, I wanted to put that in there to go off of. So, I had this picture of me in the air in this ninja kick pose. So, I put, "Ninja training camp - '93," or whatever on there.

JORDAN: 1993, yeah, exactly.

BYRON: I had that tiger picture, "Ladies love tigers," or whatever. And so it's something, not just -- you look at the picture and think, "Oh, that's funny," they look at the text and then I'd always get a message like, "Oh, so, ninja training camp. I didn't see you there. Was that the point?" You'd always get something back and they'd start the banter for you, based on what you wrote in your profile. I think that's a great way to do it, either captioning or what I have now is I just have a little short list of interests like volleyball, teacher or whatever, shark wrestler, one of those is a lie, smiley face. And then that's it. And then, so they'll try and like, "Oh, are you really a midget?" or, "Are you really a shark wrestler?" or whatever they say.

JORDAN: Perfect, okay.

JUSTIN: That gives them stuff to feed off of. Some talking points.

BYRON: Then they take care of it for you. This works -- they work into your banter and then you end up having just fun conversations about whatever you wrote down.

JORDAN: Sure.

BYRON: So, you control that.

JORDAN: Okay, and so do you start conversations with them at that point at which they match you, or do you wait for them? How does that work?

BYRON: I hardly ever have girls message me first and of all my girlfriends who were on Tinder, I have -- most of them are adamant, "I will not message a guy." So, it normally comes it down to, you see that match, you've got to say something. You've got to open up with something fun or funny and you've got to get them engaged and wanting to message you back. Because if you wait, it's almost the same as being out at the bar. It's kind of up to a guy to do the approach and to go say hi and throw yourself out there. And they kind of carry that out to the app too. They want you to come after them and they want you to open up.

JORDAN: So, just basically the same thing as in real life. And aren't most guys sending messages first? And what kind of messages are they? How do we stand out that way?

JUSTIN: Yeah, so a lot of girls receive the same kind of message. A lot of guys just simply say, "Hi. Hey, how are you? How was your day," and even worse, "DTF?" which is down to ****. Not recommended. A lot of guys get tripped of what to say and so it usually comes out as something boring.

And you have to think about it from her perspective. If she's attractive, she's going to get hit up a lot, especially when she swipes right and likes other guys, too. She's having to deal with a lot of these boring messages and it's a nice breath of fresh air for her when she has a guy that has a sense of humor that can

make her laugh. Other than confidence, the second thing -- the top rated thing that things are looking for -- is a sense of humor. So, when you open up with a sense of humor and you show that your personality is fun and playful, then you're going to set yourself up right away.

JORDAN: Perfect, okay. And so, we're not texting them DTF, and we're not waiting for them to hit us up, because they're getting inundated so there's no reason for them to start a conversation with us.

BYRON: Just anything fun like -- actually Justin taught me this one at the boot camp, the "You had me at X,Y,Z." Pick something from their profile. "You had me at smoothies and beer and whatever." You can add a, "Let's get married," smiley face at the end. Something stupid like, they're going, "Oh, that's ridiculous," and they'll message back and just have fun with it. That's all you're looking for.

JORDAN: Okay, so the purpose of that is, getting them into light banter and then what? Where am I taking this? Am I just -- witty conversation back and forth or is there something bigger that we're gunning for?

JUSTIN: Yeah, for messaging, you want to keep it fun and playful in the beginning. So, it does really good service. Be playful with her, role play a little bit, and show her that you do have that fun side. Eventually you want to move the conversation forward, which is grabbing her number and things like that. But on the very first get-go, it's just about being fun and playful. After you guys can vibe on the banter, then you can feel comfortable about moving it forward.

Usually it's qualifying in a way of something along the lines of, "Hey, you know what? You're pretty cool. Here's my number." I do the qualifying in reverse of what we do in real life, because when you qualify her, you're letting her know that she's cool and that you think she's cool enough for you to give her your number, it actually works in your favor because now the pressure isn't on her so much because you're like, "Hey listen, I

think you're cool. Here's my number," which is signaling, "Hey listen, I want to get off this dating site and eventually meet up." So, it's really easy to grab a number.

You just -- instead of asking for it, you just make a statement and drop your number. If she likes you, what ends up happening is she'll either text you back on your phone, or she might continue the texting through the app. But ultimately, once you guys handle logistics and set up a date and things like that, you'll get her number pretty easily. I've had a lot of success with saying, "Hey you're pretty cool. Here's my number," and kind of putting the ball in her court, and then she can basically decide what to do with it because I've already said, "Listen, I'm ready to move on and take this conversation forward."

JORDAN: Just to be super clear, we're giving her our number because essentially allowing her to take the next step in that area, whereas usually in real life, we would get the number because we know that followup is going to be in our court. Here it's actually a signal of interest that she's actually serious about this and not just dicking around on Tinder wasting your time.

JUSTIN: If you haven't set up a date already, you have to sort of draw a line and say, "Listen, I think you're cool. Here's my number," and the reason why this works on online dating is because she's getting asked for her number all the time, and when you ask her for her number, in that way, "Hey, can I have your number?" it really kind of does a couple things. One, it gives her the opportunity to say no, and two, it kind of puts you in a weaker position. I feel that when you're saying, "Hey you're pretty cool. Here's my number," you're saying, "Listen, I think you're cool and I'm ready to move this forward," and I think it's a very high value way of showing interest on your part, wanting to move the conversation forward, yeah.

JORDAN: So, what about sexual banter and stuff? Because I know a lot of guys are like, "Yeah, you can really turn up the heat on Tinder, and it's anonymous, so you've got that going for you," should we be doing that before we start up or where does that fit in?

JUSTIN: A lot of guys assume that girls are sexually attracted in the same way that we are. If we see some yoga pants, it's like a freaking laser beam for a cat, right? We get all riled up about it. But for girls, while looks to some degree are important, they get more sexually aroused by a story or by a scenario. In other words, for them, it's a lot more mental. So, it's a lot more build up and they don't look at a guy and be like, "Oh, my God. Damn, those pants look good. I want to bone him." To them, it's more or less, they look at a guy and they're like, "Oh, he looks like he could have good children. He looks like he could be a protector. He looks like somebody I would want to marry." So, they get turned on, more or less, by that sort of line of thinking than just being like, "Damn that ass looks good in those jeans."

JORDAN: Because I feel like you guys started touching on, if you've done a lot of sexual banter and then you're like, "Hey, let's meet up," she's like, "No, you just want to bang."

JUSTIN: Yeah, and you're also sending the wrong impression. Whenever you escalate, you always want to do that in person. It's always going to land better and you're not really doing yourself any service by laying out -- to borrow a poker term -- to lay out all your cards on the table. Or if she gets any sort of hint that you just want to bone her and she's not into that, then you just lost an opportunity.

Whereas, you could have built comfort around the idea of sleeping with you, through banter, being playful, maybe even dropping a small innuendo. But, nothing serious, in terms of serious escalation, until you're in person and you guys are having a good time and are out together. Wouldn't you rather escalate in person, where you could make out with her, maybe go to second or third base, take her home, whatever, than try and do something over text? It just doesn't make sense to me.

BYRON: I know I've got an adamant rule. I don't do sexual anything over Tinder or messaging before I meet them because I'm damn near guaranteed -- they get that idea like, "Oh, it's an expectation."

They've already got this, it's built up, you're meeting this guy for the first time, you've never met. It's a little stressful for them. And, "Oh, he has this expectation of I'm going to have sex with him or whatever." And every time it's ever happened, and they've been for it too, they'd be going back and forth in sexual banter, and then they end up flaking or they stop talking to you. I might throw out a, "That's what she said," or some sort of light thing, and then I'll send a picture of like, "Hey, I make sexual jokes. Deal with it," and that's about it. Otherwise they just get too built up and it never, ever works out.

JORDAN: I can see where that would be a giant red flag for anybody, and so you definitely want to stay away from that. Okay, that's good to know, because I feel like a lot of guys go in that direction or they stay in the whole, "Let's banter for three days," and they girl just dies off because she's like, "Eh, he's never going to pull the trigger."

(COMMERCIAL BREAK)

JORDAN: How quickly do we pull the trigger on trying to meet up? How do we know when it's time to be like, "Hey, call me," or whatever.

JUSTIN: My experience on this is you can kind of do it in a couple ways. You plant a little seed, actually. So, you connect on interests, like things that you like -- so, for me, I always connect on music with girls because music is a big part of my life. So, if she likes music and I like music, then great, we have something to connect on. And so I might plant a seed of like, "Oh, hey, we're totally going to go do this event way in the future."

I'm planting the idea that we're going to hang out, and then in between that, because a lot of the music events I like are few and far between, I'll actually set up a first date where we go get happy hour, just to see -- for me it's to see, okay, can I actually hang with her? Because I don't want to go to this big event, spend a bunch of money with somebody that I hardly even know. So, for me it's planting the seed that we're going to hang

out very casually, and then make the plans through the phone, whether it's texting or calling, which are a couple different ways of doing that.

JORDAN: Okay. So, so far the structure is banter, banter, banter, qualify, connect on mutual interests, set up date, grab number or send number.

BYRON: Don't make it too big. A lot of girls, in my experience, they try and build that comfort beforehand. They want to have comfort before they meet you, you know? And so they'll try and drag out these long texting conversations and you don't know each other, you know?

JORDAN: Right, you're talking about life goals and stuff.

BYRON: Yeah, yeah, yeah. If you get to talking about how many children you want one day, you've gone too far, turn back. Just keep it -- don't keep it too short, you want to have an end goal. Banter, send a few messages, and then move on. Don't get sucked into the, "Oh, hey, what do you do for work? What's your favorite color? What do you like?"

JORDAN: Yeah.

BYRON: You want to respond to those.

JUSTIN: You want to save rapport and rapport type questions when you're in person, because that's when she's actually going to connect with you. So, it's different on connecting on interests, like, "Oh, what do you like to do?" "Oh, I like to go hiking, surfing, I like to do volley ball. I like to play music, I like to go to music events." That's fine, those are light interests. That's how she gets an idea of who you are. But when you get into, "What do you do for work?" or anything along those lines, or even when you're like, "What are you passionate about?" if you talk about that over text, then you don't really have much to talk about when you're in person, do you? So, save rapport type --

medium to heavy type of rapport -- for when you're actually in person.

You can connect on mutual interests, because that's how people connect and bond. She wants to feel connected with you and she wants to feel safe about making a new decision to meet up with you. So, connecting on light rapport topics, such as hobbies, music, and interests, are a great way to do that. One other thing that I've had success with, and Byron maybe you can comment on this, but when I get the number and she texts me, and if we haven't set up a date already, I'll actually call her. Because at this point, we've already established that we're cool and we like each other.

So, when I call her it's not such a strong move. And in fact, it's a little bit stronger than texting because, what happens with a phone call is, I can use my banter skills and talk to her and furthermore build a connection with her on the phone, because now she can hear my vocal tonality. Now she knows what I sound like.

So, what I'm doing is I'm making myself less of a stranger, little bit by little bit, before I meet up with her, that way when I meet up with her, escalating and everything else that comes along with that is really easy because comfort has already been established. So, one strong move I like to do is call them to set up dates, if I haven't done that already. And, a phone call is just 5-10 minutes. Real quick, simple, and easy. It's not a big long conversation. Again, you don't want to get trapped into rapport over the phone. You want to save that for in person. So, I find that any type of body language that you can communicate before the date actually can help you out.

So, phone calls are great. I even had a time where I used Snapchat to ramp things up and create some comfort beforehand because we had like a week or two, so we ended up just using basically all of the texting apps. We had Tinder, we had text messaging, we had Snapchat, and then at some point we were Instagram friends. So, when she saw me, she basically

knew who I was, but we hadn't really talked about rapport. So when we were on our date, we talked about rapport and we got to connect on that level, and then I actually ended up taking her home that night because of all that leg work that I'd done up front.

BYRON: And I think, too, that phone call is super important because, you were talking about standing out from these other guys. Nobody is calling her. If they get the number, they're texting. So, I'll get her number and I'll actually text her once I get it. And I'll say, "Okay, I'll call you later for a date," and kind of give her that heads up. And you call her and I always get comments on, "Oh, wow, no one ever calls me," and it's such a big thing for them because again, you're taking on initiative. You're being the man and you're showing more of yourself up front. It just seems to work very well.

JORDAN: Yeah. Not hiding behind your phone?

JUSTIN: Exactly, shows more confidence. Yeah. Absolutely.

JORDAN: Excellent, because I think a pet peeve of girls over 30-35 is, "Oh, he just texted me. He's being a wimp," because they know you're trying to stave off potential rejection by not calling them and keeping it super light. And it just shows a lack of commitment, even to the interaction, in a lot of ways.

JUSTIN: Yeah, I would agree. I think, too, a lot of guys -- when you set up the date, you should do it within the same week. I know schedules are crazy but you should really try and do it within, I would say, the first few days of getting the number. It's not like you get the number and be like, "All right, I'm going to see you tomorrow." But if you get a number on a Monday or something, then set up the date for -- sometimes it'll be Wednesday or Thursday. Well, that's me personally. I like to save my weekend nights open, so I tend to do like happy hours during the week. But really, you should try and meet up within, I would say, a week. We have this philosophy. It's, "Strike when the iron's hot," right?

JORDAN: Sure.

JUSTIN: So, if things are going well, why would you want a cooling off period? You don't want to come off too needy and be like, "Oh, great, I'll text you tomorrow," but you'll also want to set up the date for a couple days -- two to three, maybe four days later. Just so you're capitalizing on that momentum and that heat. Now, when it comes to setting the date, guys always fall in the trap when they're working on these on these dating skills. They're always falling into the trap of, "Hey, what's your schedule?" When you leave it up to her -- for guys that are in business and guys that are in sales, they know this -- setting up a date is like appointment setting.

So, what you want to do is you want to pick times and dates that work for you and then give her the options. So, for example, you could be like, "Hey, I'm free this Wednesday or Thursday around 8. What works for you?" So, what you're doing, as a man, you're taking the leadership, you're setting the time and the day of when you want to meet up, and then you also need to pick the venue. When you leave it up to her, you lose some of your -- I don't know what the right word is to say, but I want to say you lose some of your power. In other words, you're not coming across confidently.

JORDAN: Right.

JUSTIN: You're putting the ball in her court, and as a man, that really shoots you in the foot in terms of the attraction process.

JORDAN: Yeah.

JUSTIN: You want to be the one setting that stuff up.

JORDAN: Right, it's not even just power, it's literally -- you're sort of signaling, "I'm not really confident enough to take the lead on this one, so I'm going to let you do it."

JUSTIN: Exactly.

JORDAN: And obviously, if she can't make any of those times, you guys get to figure out your schedules. Stop playing games. But, on the same level, you can't be like, "All right, figure out when we can meet," and then it's all in her court, because then she's basically not going to be super comfortable with that, in a lot of cases. Some women are but, a lot of women are not, and they'd rather have you lead and pull the trigger. And if you won't, and she's the kind of girl that's not down for that, then you just lost.

JUSTIN: Yep, you just lost an opportunity. Exactly. So, yeah, when it comes to setting the date, just take the leadership. Take the reins, and guide the interaction, and you'll start having a lot better first dates, and you'll start helping yourself out along with the attraction process.

JORDAN: Excellent. So, once we set the date, then what? Do we text every seven minutes -- seven and a half minutes -- until the date.

JUSTIN: It's recommended every 60 seconds.

JORDAN: Heh, yeah. Okay.

JUSTIN: Each situation is going to be different. What I would say is that, I think where a lot of guys fall into the trap -- they'll get a text message from her, and then because they want to play it cool and things like that, they may not text her back for like 12 hours. That doesn't show that you're busy, that actually just shows that you're playing a game. So, if somebody is actually legitimately busy, they might text back in an hour or two. But, if you wait 12 hours, it pretty much shows that you're just playing a game. And let's face, we have our phones on each other all the time. So, unless you're in a mining sort of job, chances are you could probably answer your text message. So, what I would say is, be in line with who you are. If you're busy, you're busy, and get to the message when you get to it, but don't play games. Don't purposely wait a day or two, because then you're not utilizing the rule, which is strike when the iron's hot.

BYRON: And with that, too, I think one of the big things -- and I know you're big on this too, Justin -- is I love picture texting.

JUSTIN: Yes.

BYRON: And it comes in so much hand here. I have all these fun pictures on my phone or just stupid things you send then, and that way you're bantering. You're entertaining them and it's not the, "Oh, hey, how's your day going?" because that right there can kill your whole fun vibe in an instant. If you just start that boring conversation, then that fun guy is gone. Be bantering and still keep up the fun until that date comes.

JUSTIN: That is such a good point because I would use Snapchat or you can use any drawing app on your phone, but I would use Snapchat a lot because it has the drawing thing. So what I would do is, I'm eating lunch, so I might -- this is going to sound really funny because it's out of context -- but, I'm eating lunch and I might just snap a selfie and draw some little devil horns on me, or something, if I'm eating something bad. Or, if I'm out having a drink with some friends, I might snap a little picture and might do a hashtag or something like that. But, the point, going back to Byron's point, is about -- you can use pictures to have that fun banter vibe and it gives you things to talk about, other than, "Hey, how's your day? How was work?" because that's all boring, and no one really wants to talk about.

BYRON: And that's like, too, just be careful, you do want to strike when the iron's hot, you do want to text, but I've had times where I can't set up a date until a week or a week and a half in. Don't feel like you have to text all the time. You want to set it up, be fun, then don't be like, "Oh, I have to text her again today." Don't force it, let it feel natural, and send it every couple of days if you want. Just say something fun, a little quick, light banter, and be done. You don't always have to make a conversation with it, because that's something I find. If you're date's not coming up right away, you'll send something, they'll want to start that conversation out. They're going to try and push for rapport

again, and you've just got to be very careful of that, because again, that'll kill that mood. It's what they're asking for but it's not really what they want to hear.

JORDAN: Okay, that makes sense. So, what about day of?

JUSTIN: So usually when it comes to confirming -- I call that confirming -- the day of, you can confirm and just basically say, "Hey troublemaker, looking forward to having some drinks with you tonight," or something like that. Or you could do that the day before. There's different ways you can do that but at this point, if you've done your job, day of can just be simple, "Hey, tonight's going to be a lot of fun. Hope you're looking forward to getting kicked out of the bar," or something fun, silly, and playful. Or maybe even an inside joke that you've already have established. But, day of, you don't need a whole lot of texting, because at this point, your date should already be set up, so there's not a whole lot of point, other than just ramping up the excitement, like, "Hey, tonight's going to be fun. Can't wait to go kick over trash cans with you on Hollywood Boulevard." Something fun, light, and playful.

JORDAN: Today's the big day, stay calm, just breathe.

JUSTIN: Don't worry, we'll meet my parents later on. No big deal. My grandparents are coming, my brother outside of town, it's all going to be good.

JORDAN: Perfect. Do you want to house hunt tonight or do you just want to have dinner? Yeah. Perfect.

JUSTIN: Yeah, pick out our vacation.

JORDAN: Excellent. And then, of course, after that point, the rest of the Toolbox kicks in with the body language, non-verbal communications as well. We've already been using the banter, eye contact, touch, vocal tonality, all that stuff from The Art of Charm Toolbox kicks in, now that you've met up in person.

BYRON: As an AOC alumni, I can tell you guys that it's super helpful to keep those things in mind. If you're working on anything from those Toolbox episodes, just have a goal, go in, don't try and take all these different things and put them into one. Just take one goal and work on it. Or if texting, messaging is super important in here, the AoC textbook helped me out a lot. I bought that after my first week of Tindering because I realized that I sucked. I started just throwing that stuff in there and it's gold. It's crazy how much it helps. It's such a huge part of this.

JORDAN: Excellent. Yeah, I'm glad to hear you say that because obviously, we can be like, "And all of our other things help," but obviously, having the skills from the boot camp, having the skills from the textbook, etcetera, will help you really clean up with Tinder. And of course, we've got our free Tinder book that we're giving away to everyone at theartofcharm.com/tinder. You guys go there, just throw your email in there, we'll send you the Tinder ebook. It's short and sweet but it outlines all this systematically and there's examples and things like that for you guys to really take off with. So, it's kind of a no brainer. Thanks for your help, guys. I'm glad that the hundreds of Tinder dates you guys have gone on in the past few months, has finally paid off for somebody else.

JUSTIN: Absolutely [00:43:41]

BYRON: Paying it forward.

JORDAN: Exactly. Thanks guys.

JUSTIN: All right, later.

BYRON: Thanks.

JORDAN: Solid show, as usual, if I do say so myself. Show feedback and guest suggestions -- we rely on you guys to help keep our finger on the pulse. So if you know someone who's a good fit for the show, let us know at jordanh@theartofcharm.com. Boot camp details -- that's our live training -- at theartofcharm.com and

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