INTRODUCTION TO ONLINE DATING
Whatever you’re looking for…it’s out there
What is Online Dating

Searching for a romantic partner on the Internet via a dedicated website usually with the goal of creating a real-world relationship.
What is Online Dating

- You
  - 35, doctor, likes outdoors
  - 42, accountant, divorced, plays in a band
  - 37, fireman, loves to cook
Some Numbers

Online Dating is a good place to meet people*

2005: 44%  2015: 59%

Online dating is the 2nd most common way to meet people**

66% of online dating users have gone on a date with someone they met online*

50% of couples expected to meet online by 2031**
<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low pressure, not face to face at start</td>
<td>Behind a screen</td>
</tr>
<tr>
<td>Time and cost-effective</td>
<td>May cost money, does take time</td>
</tr>
<tr>
<td>Big pool of users</td>
<td>Big pool of users</td>
</tr>
<tr>
<td>Customize to your taste</td>
<td></td>
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</tbody>
</table>
# 3 Types of Dating Sites

<table>
<thead>
<tr>
<th>All-Purpose</th>
<th>Phone App (Swipers)</th>
<th>Niche</th>
</tr>
</thead>
<tbody>
<tr>
<td>Match</td>
<td>Tinder</td>
<td>Age</td>
</tr>
<tr>
<td>OKCupid</td>
<td>Bumble</td>
<td>Race</td>
</tr>
<tr>
<td>eHarmony</td>
<td></td>
<td>Religion</td>
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<tr>
<td></td>
<td></td>
<td>Interests</td>
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</table>
Choosing Your Site(s)

Cost

Depth of profiles

User Base

Reputation
Well-known, respectable. Largest paid user base in the U.S.

In-depth questionnaire takes about 30 minutes to complete

Free to join (email) and browse – must subscribe to communicate
## Match.Com

### Bundle plans

<table>
<thead>
<tr>
<th>Plan</th>
<th>Price per month</th>
<th>Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 months</td>
<td>$18.99</td>
<td>SAVE 53%</td>
</tr>
<tr>
<td>6 months</td>
<td>$19.99</td>
<td>SAVE 50%</td>
</tr>
<tr>
<td>3 months</td>
<td>$21.99</td>
<td>SAVE 45%</td>
</tr>
</tbody>
</table>

### Basic plans

**ONLINE DATING**
Match.Com

Sends you daily “matches” based on profiles

Reverse Matching: Search profiles of people who say they are looking for the things in your profile

Date Spark: Propose a date idea and see who responds or respond to a proposed idea
OKCupid

Well-known, large user base

Profile is quick to set-up, with additional questions to answer as you see fit.

Free to join (email) and communicate – subscription for special features
OKCupid

Additional questions contribute to a Match % score

Can see other user’s answers to same questions you’ve answered

Paid subscription lets you see who’s “liked” you
eHarmony

Biggest “Guided” site: you are shown users, you don’t browse

Lengthy personality test to fill out

Free to sign up and see matches, must subscribe to communicate
<table>
<thead>
<tr>
<th>Duration</th>
<th>Price per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Months</td>
<td>$26.95</td>
</tr>
<tr>
<td>6 Months</td>
<td>$33.95</td>
</tr>
<tr>
<td>3 Months</td>
<td>$57.95</td>
</tr>
</tbody>
</table>
Communication is also “Guided” to start

SecureCall: talk on phone without giving out phone number: part of upgraded package

Unique reputation as site that has long term relationship as its primary goal
Tinder and Bumble

Phone apps only

Uses GPS to show you profiles nearby

Easy to set up, very minimal profiles

Can only communicate with people you’ve matched
Tinder and Bumble

Skews younger than websites

Reputation: “Hookup app”

Bumble: Only the female can initiate a conversation
Niche Sites

Function similar to Match.com and OKCupid

Set up profile, browse matches

Prices will vary
Creating Your Profile
Pictures

Profile Picture: the thumbnail people see first

Other Pictures: additional photos for users to scroll through
Do’s & Don’ts

Quality Camera
More than 1
Show a hobby
Medium shot

Leave it blank
Have all groups
Have all close-ups
Quality Camera
More than 1
Show a hobby
Show a hobby
Show a hobby
Medium shot
Medium shot
Medium shot
Profile

Be Positive!

I have bad luck with guys, so I don’t expect this to work, but what the heck

I’m new to online dating, but excited to meet someone I connect with
Profile

Be Positive!

Last two relationships ended because I work a lot. Don’t message me if you need someone 24/7

Very committed to my work, but I try to make the most out of my free time.
Profile

Show > Tell

I’m smart and I like cooking

My perfect Saturday evening is eating a homecooked meal and doing a crossword puzzle on my patio.
I’m very funny and outgoing. I love sports.

Me and my buddies have season tickets to the Blackhawks but they don’t always sit with me because I cheer too loud.
Profile

Show > Tell

I love travelling and being outdoors

My last trip had me camping under the stars, and the next one I’m planning will have me hiking through the Redwoods
Profile

Be Yourself, but Be Unique

Enjoy playing board games with my family

I didn’t talk to my sister for 2 weeks after a heated Scrabble game. Want to play me?
Entice a specific message

I love my vintage record player - ask me about my album collection

I make a tremendous red velvet cake. Can you guess the secret ingredient?

Looking for someone who’s passionate about helping people. Do you volunteer anywhere?
Profile

Ask a Friend

Check your grammar

Not too short, not too long
Sending & Receiving Messages
Sending Messages

Pick-up Line    You’ll know it when you see it

Generic opening    Hey! How’s it going?

Personalized message
Hi Katie – Great to meet another green thumb. Have you ever been to the Morton Arboretum?
Sending Messages

Generic Template to Personalize

Hi [insert name] – Comment about something in their profile...Share a commonality or story...End with question to lead conversation.
Sending Messages

Check your grammar

Be responsive if you’re interested

1 follow-up if you haven’t gotten a reply
Messages Progression

Icebreaker/Introduction

Mutual back and forth

Invitation for meetup

Conversation moves off dating site
Receiving Messages

No response is a response

Careful about taking the conversation to a more personal place e.g., phone or email
Safety

70% of online dating fraud victims are women over 40

Scams cost victims $14,000 on average
Safety

#1 Rule: Do not divulge sensitive information
- credit card
- social security number
- banking information
Safety

Immediately asks to communicate via email or phone

Asks for money

Sends messages with strange links
Hi Tjisfunny, I am seeking a new friend. I am in Arlington Heights now, you wanna text? text me, my number is 9012491915. 'I have more pics for share.'

Sent Nov 7, 2015
Safety

Heya how are you?

Quite wonderful, yourself?

Very good :) do you live in Kildeer?

I live in Arlington heights

Are you looking to date or hookup?
Safety

I'll be free tonight. Can you drive? I live on N Valley Rd in Kildeer. I can also come to you if you want.

Want me to buy ya a drink first?
Let's do a video chat for 5 mins and we will arrange the meetup over that. That way I can feel safe too. Please don't take this personally. But I live alone and want to feel safe.

This will connect us [http://seemi.me/index.php?id=86724](http://seemi.me/index.php?id=86724)
Safety

Claims to be recently widowed

Makes tons of grammar, spelling mistakes

Ask for your address to send flowers/gifts
Safety – Before the Date

Google or Facebook

Meet in a public venue

Tell a friend what you know about the person and where you’re going
Alternatives

Meetup

Find a Meetup
3 Meetups in your groups • 3,227 Meetups nearby

Join groups based on activities/interests

Attend events

Matchmaking service

Dates arranged for you