

A close-up photograph of a woman with long, wavy, light brown hair. She is looking down at a dark-colored smartphone held in her hands. She is wearing a thin necklace with a small pendant and a ring on her left hand. The background is softly blurred, suggesting an indoor setting.

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TAKE IT TO
TINDER

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CHAPTER 1: How Tinder Works

If you're not familiar with Tinder, it's an app designed to show you the single women around you within a given radius...

Then, depending on whether or not you like what you see, you can either "Swipe Left" for "No" or "Swipe RIGHT" for "HELL YEAH!"

Only PROBLEM is... the only way you can ACCESS any of those women is if THEY express and interest in YOU as well.

So while on online dating you can message absolutely ANY woman you want, Tinder makes it less easy.

One way guys bypass this whole issue is to just SWIPE RIGHT LIKE A MAD MAN (!!!) to EVERY SINGLE GIRL and reevaluate their matches later.

That might work out for you... it's actually quite time-efficient in regards to not spending so much time evaluating woman after woman and then having none "bite."

In general for anyone, dating is a numbers game... and ESPECIALLY with Tinder... because the chances of actually meeting in person are much lower than in online dating... and also MUCH LOWER for men in general...

Ya gotta get your numbers up. Now, first point of introduction IS your picture...

...and even if you DO utilize this method of, "SWIPE RIGHT ALL AND SHOW NO MERCYYYYYY!"

You still need to make sure YOU'RE worth swiping "right" to because girls definitely DON'T do this on Tinder.

CHAPTER 2: Your Pictures

Where what you write on your online dating profile will carry the bulk of the weight... the exact OPPOSITE is true for Tinder.

Plain and simple, Tinder is WAY MORE superficial than using online dating sites...

Which for you means you need to hook her in IMMEDIATELY with your profile picture.

Going back to the pictures you used for your online dating profile, your first picture needs to either convey CONFIDENCE or entice curiosity by highlighting your UNIQUE PERSONALITY.

Basically, use options 1 or 4 from the above examples for what pictures to use.

The key to killing it with Tinder is not to CONNECT but to CREATE instant reactions in the women who see you.

Using a profile picture that conveys confidence causes her to instantly stand at attention BECAUSE it appeals to her primitive senses...

The senses that are looking for a man who can stand tall beside her.

The reason your UNIQUE PERSONALITY picture will cause a knee-jerk reaction is because NO OTHER GUY will have a picture like yours...

And any time we sense something in the environment that is unique, original, or off, we have an immediate visceral reaction.

These two pictures (or you looking like Brad Pitt) are your best bet for avoiding the “Swipe Left.”

Going back to the 4 pictures you should have, they are:

1. Confident
2. Social
3. Outdoors
4. Unique to your personality

Regardless, you need to start off strong and end with a bang.

So keep your first picture EITHER the CONFIDENT picture or the UNIQUE PERSONALITY picture and then end with the other.

One elicits desire while the other elicits curiosity... and both create a tension that can only be relieved by HEARING FROM you.

The rest of the pictures she normally swipes RIGHT THROUGH unless she CATCHES something that puts her off...

In this case, this has the power to trump ALL OTHER pictures!

I’ve swiped left for guys the SECOND I’ve come across their selfie pics... and it didn’t matter how good looking, hot, or cute he was in all the other ones...

All it takes is ONE PICTURE on Tinder, where online she might forgive you.

So all the rules for BAD PICTURES from your profile apply here as well.

You also wanna use pictures where you are your most handsome self.

So even if you have pictures where you're doing awesome things like kite surfing, or next to a super famous celebrity, or doing something you see as "esteemable," if you do NOT look like your MOST HANDSOME SELF, then you're gonna need to cut it.

Sadly because it's so superficial, you being good-looking trumps you looking smart, adventurous, or worldly.

So put your prettiest face forward and tackle STEP 1 of getting the SWIPE RIGHT!

CHAPTER 3: Your Delicious, Bite-Size Profile:

Catching her visual attention could be ENOUGH to get her to swipe right... but the swipe right is less than half the battle.

And in order to elicit a stronger desire to MEET the man behind the face...

You NEED to have something written about yourself for your Tinder profile.

I can't tell you how many times my girlfriends and I have gone through guys' profiles and thought to ourselves, "OK he has nothing written... it's probably cuz he sucks"

This goes back to pulling her in and giving her a sample of what you're like OUTSIDE of that lil screen.

Again, women respond to the way you make them FEEL and what you SAY to her aside from your pictures can either make or break you depending on how THAT makes her feel.

So imagine if you said absolutely nothing at all.

Or if you listed generic adjectives.

Or said something like, "Swipe right to find out more."

LAME.

Don't worry though because all you have to do is take your ABSOLUTE FAVORITEST part of your online profile and throw THAT in.

It just needs to have 3 things:

1. “Me + You + Us”
2. Extremely POSITIVE
3. VISUALLY descriptive

The first one forces the connection necessary for her to feel like you're at least NOT a serial killer and are in fact a human being she can relate to.

The second one gets her to FEEL something for you.

And the third one gets her to picture what life would be like with you.

And yes you guessed it...

All 3 components necessary in your Tinder profile ALSO happen to be the same components in the 3 messages you send to a woman online.

We're power-packing it into your PROFILE because this counts as your first message to a girl.

Unlike online messaging where you can reach out and say something to her before she even LOOKS at you...

You do NOT have the same luxury with Tinder.

And to prevent matches that never end up RESPONDING to you, you wanna elicit as MANY positive emotions and knee-jerk reactions as FAST as possible.

Your pictures, coupled with you speaking directly to her in your profile, and projecting future moments together will elicit enough intrigue, curiosity, and desire to get her EXCITED to match with and hear from you.

CHAPTER 4: Your Messages:

Again, knee-jerk reactions!

This isn't the place for REAL dating...

You're not being matched with people who hold similar interests...

AND you're not given much to go off to know if you even DO have a connection...

That's the bad news.

The good news is the ONLY WAY you can even MESSAGE a girl is if SHE likes you too...

WOOOOO!

With that said, you already have at LEAST initial interest with her.

And because Tinder happens in REAL TIME you need to strike while the iron's HOT and utilize RIGHT NOW to get OFF Tinder.

Here's the thing...

Girls don't NEED Tinder to get access to men... and we don't need Tinder to get dates.

To be REALLY fuckin honest here, girls use Tinder for the ego boosts, boredom, and to "play" with our friends.

No girl friend of mine has ever said, “You know it’s a shame I don’t come across any good men on Tinder... I had high hopes for it”
Why not?

Because we don’t care!

If we have a bored run on Tinder while we’re waiting in line at the bank... we simply close the app and continue on with our lives...

And proceed to get hit on by the bank teller.

Women on Tinder are CONSTANTLY being hit on OUTSIDE of the app to begin with and Tinder tends to be nothing more than something to do when we’re feeling BLAH with NOTHING else to do.

Again, ego boosts, boredom, and play time with the other girls.

Regardless, the biggest complaint I hear from girls (and have myself) is that for aaaaaaaall the matches I get with guys I AM actually interested in hearing from...

I probably hear from 1 out of every 20.

My girlfriends are always complaining to me about, “Why won’t my matches message me?!”

I can personally recall countless nights just STARING at my matches and WILLING them into contacting me...

And alas...

I go unmassaged.

So even though girls don't take it TOO seriously, I would never say that you shouldn't.

Because at the end of the day... we still LOVE signing on, we still LOVE finding a guy to swipe right on, and we love even MORE when we match AND hear from him.

So let's do it.

The first rule is to ALWAYS message the matches that you are ABSOLUTELY attracted to on a physical and superficial level.

This is the equivalent of catching an attractive woman out in public and her winking at you.

GO TALK TO HER!!!!!!

But whatever you do...

DON'T FUCK UP YOUR APPROACH.

Feel the pressure?

If you did before, makes sense... but from now on, frame your first messages like so:

[What sticks out most to you from her pictures of profiles/something awesome you notice/something unique to her she mentioned/something you noticed specifically about HER profile] + [What you think about it / your experience with it/how you can relate to it / why it matters to you] + [Funny VISUAL statement about this connection between the two of you preferably posed as a question]

Sound like a mouthful?

Not really.

Here's are some examples:

1. Every time I sign on it says you're 5 miles from me... At first I thought, "Oh look she's close by"... now I'm starting to think you're actually stalking me... am I right?!
2. You're the FIRST GIRL within a 50 miles radius of me without a selfie... I don't have any cuz I suck at them don't lie that's totally the reason you don't have them up either!
3. I don't think I've ever come across a girl who was THAT into fantasy football... are you as big of a shit talker as me?
4. You're into Bon Jovi? I'm from Jersey and obsessed with the guy... marry me?

As you can see from all of these, the first message needs to be short, sweet, and enticing.

Short in a way that you should keep it to LESS than 3 sentences... sweet where you talk about the two of you together... and enticing where you PREFERABLY leave it hanging with a question.

Like in online dating, it's important to leave her with the tension of needing to respond...

And while it was OPTIONAL in your online message, I'd say it's necessary here.

If you don't catch her INSTANT knee-jerk reaction in that moment, you're as good as done.

Mostly because she doesn't necessarily have a PROFILE to look at to back you up.

If you don't initially entice a woman in your first message online, that's fine because you might still have a fighting chance because of your pictures and profile.

But if she already expressed interest in you...you could very well extinguish that interest if your first message is too boring, too completely random to answer, too generic to respond to, or too hyper-focused on her without incentive for her to respond.

Remember: Me + You + Us.

Let her know you're not a serial killer...let her know you're talking to her...and let her know she's in for something AWESOME if she so chooses.

CHAPTER 5: Ask For Her Number NOW!!!

Now, I've had PLENTY of great conversations with guys on Tinder...

Lots of back and forth...lots of banter...GREAT passing of time...

Then when I gotta go I gotta go...

And if he doesn't ASK ME for my number in that initial interaction...

Chances are I never speak to him ever again.

Not cuz I somehow decided he SUCKED or because I was just USING HIM to escape boredom...

But mostly because once we LEAVE the in-the-moment interaction...

The spark is gone... momentum subsides... and more time, matches, and messages come in to fill the space.

If you keep her engaged long enough to have a REAL TIME in-the-moment back and forth with her on TINDER... it ups your chances of meeting her OFF Tinder where she'll consider you more than just a means to pass the time.

Just like you need 3 solid messages exchanged back and forth on online messages, I would say you need about 3 solid CONNECTIONS made before you ask for the number.

Now this may happen in a span of over 20 messages in about 3 minutes... it may happen in a span of 20 messages over 20 minutes... hell it may happen over a span over 5 messages each over an hour...

REGARDLESS, the point is to make at LEAST 3 solid connections (Me + You + Us's).

The 3 connections, if you remember from the online dating profile are Superficial Connections, Emotional Connections, and Visual Connections.

Superficial Connections are things like “Hey I saw you’re a teacher so am I what grade?” or “Your team is the Cowboys? Mine’s the Giants...”

Emotional Connections create laughter and include exchanges like, “You teach high school? You’ve definitely got some balls teenagers scare me” or “So basically you’re my arch enemy!”

Visual Connections are meant to hint at actually spending time together... which can include things like “I’m gonna need you to teach my class cuz those kids run circles around me I say yes to everything with them!” or “So basically we’re gonna argue and fight and talk shit every time the subject of football comes up.”

However long it takes, you need to have these 3 within ONE GIVEN SET OF EXCHANGES...

When you see that you have all 3... AND see that she has contributed JUST AS MUCH (if not MORE) to the conversation then you... ASK FOR THE NUMBER NOW!

Do not wait for either of you to need to go EXECUTE RIGHT AWAY!

You need to ask on a high note because that will make her EXCITED to give you her number and keep talking.

And if she's contributing as much as you in the conversation, it means she's invested in it... it means she's invested in YOU.

And the longer you let it sit the bigger your chances of it tapering off, slowing down, and dissipating into absolutely NOTHING MORE than just an entertaining passing of time.

Not ideal.

So the second YOU catch the high energy, and realize HER chunks of conversation are about the same size as YOUR chunks of conversation...

ASK FOR THE NUMBER NOW!

And to do that... use the same template as "The Number Sandwich" from online dating:

1. State something you enjoyed, or connected on, or are curious about HER
2. Tell her you need her number/wanna meet her already so that...
3. Discuss awesome future event that you two will embark on together

From there, immediately text her as if you're continuing the conversation.

Boom.

Tinder goal: achieved.