

Insider Internet Dating:  
**The Confidential Internet Dating  
'Counter-Intelligence' Report**  
by Dave M., Author, *Insider Internet Dating*

## **How Serious Are You About Meeting Women Online?**

Obviously, you wouldn't be reading this if you weren't interested in meeting women online. But how serious are you?

If you are truly serious then *listen up*. After having been involved in this "game" for over 5 years I can tell you this...

*One of the biggest secrets to my success is the fact that **I keep up with the changes online.** I keep up with the latest online dating strategies and online dating methods.*

If YOU don't do this, **you're in deep trouble.**

I'm not trying to 'scare' you, I'm just telling you the truth.

I can't tell you how many embarrassed emails I've gotten from men who have been *humiliated* because they ended up using an outdated technique or strategy for online dating.

Hardly anyone even knew what myspace.com was a year ago, and now it's a site that is absolutely *critical* to your online dating life.

As you realize, things online change so fast it's enough to make your head spin... a technique that might have worked last year can get you laughed at now.

If you want to meet more women online, and have the freedom to meet women when YOU want, you **MUST** be committed to learning as much as you can about the online dating "landscape" *and keep up with the changes.*

You also must be willing to work at improving yourself -- this means taking **ACTION**. I know, I know, it would be nice to just push a button and have a gorgeous, blonde in a bikini show up at your front door every day (*actually maybe more like a blonde AND a brunette in that case*) But unfortunately it just doesn't work that way.

Well...it happens for me all of the time, if you substitute pushing a button for a few strategic copy and paste emails, and a phone call I could make in my sleep.

It's happened for many of my clients as well, and, IF you are willing to put in the work, **you CAN meet as many women online as you want.** Period.

## **Figure This Stuff Out Fast...**

The most important thing is that you figure this stuff out *as quickly as you can*.

Meeting women online is amazing, better than it's ever been.

One day I got an email from a subscriber, a guy who lives in St. Louis. He had just purchased the Insider Internet Dating program, and decided to follow it.

He setup a profile, posted some photos, and wrote up some emails. He sent out a bunch of emails each week, but with no response. He was getting discouraged and ready to quit.

He sends me an email, and to make a long story short, we ended up on the phone.

He says: *"What's the matter? I spent all this time and all this effort setting up this profile and sending out these emails, but nobody's responding."*

So I ask: *"Did you give women a way to contact you back in your email? Did you actually say something in your email like; "Here's my email address: \_\_\_\_"*

He says: *"No, I didn't.... I just assumed the women would email me back."*

I reply: *"Well, you need to put your email address in your email, towards the end."*

So, the very next week he sends out some emails to a bunch of women, and gets 3 responses back. **BOOM! The lights went on.**

**It just took a little tiny bit of tweaking to change his results.** Now this guy is meeting new girls each month.

It was just *a tiny little adjustment* in his approach, so I would highly recommend that you don't try to figure this stuff out by yourself.

Find somebody that you really like. Learn from them. **Learn from their mistakes.** It's going to be the *fastest* way for you to get there.

## **Why Call It The 'Counter-Intelligence' Report?**

I call this the IID report *the 'counter-intelligence' report* because it contains scientifically proven online dating tactics **based on 12 months of 'counter-**

**intelligence' I've been conducting on virtually every single online dating website.**

Read this report to learn brand-new online dating tips, tricks and tactics that can **DRAMATICALLY** accelerate your results meeting women online.

Since this report *has never been previously published*, you are one of the very first to ever lay eyes on this information in it's completely assembled, full-scale, usable form.

Prior to this, it was all just raw data that only some crazy excel spreadsheet could understand.

This is a top-secret, never *before released* report containing scientifically derived counter-intelligence, which shows you how you can really have success in meeting women on the Internet.

This report virtually distills 12 months of testing results and *exposes previously undiscovered truths* about meeting women online.

This '*Counter-Intelligence*' Report shatters numerous previously established 'truths' about **what works** and **what doesn't work** when it comes to meeting women online.

You're not going to learn tricks that work on some women some of the time, the information contained in this '*Counter-Intelligence*' Report is based on **specific psychological tactics governing human behavior**, and showing you how to use the Internet to communicate these strategies effectively.

These are **carefully formulated tactics** based on **specific psychological principles**.

Steven D. Levitt and Stephen J. Dubner, *authors of Freakonomics* (William Morrow, 2005) said: **"57% of the men who post ads don't receive even one email."**

**57% of the guys on every single online dating website don't even get 1 DAMN email!**

Over the last 12 months, as many guys using online dating websites to meet women were experiencing poor results (as shown above), my students were able to *meet more women online* than ever.

During this time I was quietly '*Acquiring*' phone numbers by the dozens, and

meeting new women everyday -- *without* any difficult work, and *without* any hassles.

If anything, **meeting women online has gotten EASIER**, as I've been able to refine the *Insider Internet Dating formula*, and create new systems like *HSC3*.

The '*Counter-Intelligence*' Report, on the other hand, will give **you straight facts about meeting women online** that you could never find out about elsewhere. This is the most substantive body of practical, real world techniques you can use *immediately* that really works on the Internet.

This '*Counter-Intelligence*' Report will give you some *riveting revelations* about meeting women online. Many of these discoveries most definitely will verify things you may have already considered - while others provide evidence that some of the dating wisdom you believe to be true is false.

## **Why This 'Counter-Intelligence' Report Was Created**

Here's the dream we all want to believe... *"Through the internet, any guy with a computer, an internet connection, and \$50 can meet dozens of women from their bedroom without ever leaving their home."*

But if only it was that simple we'd all have a world full of online pickup artists.

*The most important advantage* meeting women online gave me was the opportunity to meet dozens of women **without having to approach them**.

I would have NEVER met 98% of the women I dated had it not been for the Internet. There are so many more advantages to meeting women online, but *not having to approach a woman* is the biggest reason guys try online dating.

## **A Word Of Caution...**

Some of the concepts and ideas presented are **so simple, obvious and easy to use** you might think, *"Dave, you spent your time and energy to find THIS out?"* Don't be fooled - **it's usually the simplest ideas, which have the biggest impact.**

Learning *that one little thing*, that's so **brilliant**... you've just taken 12 months of research and **HIJACKED** it for your own purposes.

## **Why You Need This Information Right Now**

This '*Counter-Intelligence' Report* is jam-packed with brand new, never before revealed information and it's been scientifically validated.

You've got to "**Strike while the iron is hot**", **read and use this information like a madman before everyone else does.**

**Here's another reason:** The speed of technological advancement, especially online is enough *to make your head spin*. What's fresh, new and effective right now may change in a heartbeat.

One thing is for sure. You will learn many things about meeting women online inside this report that will *immediately* increase your results **in as little as 5 minutes.**

To your Dating Success,

A handwritten signature in black ink that reads "Dave M." with a stylized flourish at the end.

Dave M.  
Author, *Insider Internet Dating*

## **Introduction**

The lessons in this section are the result of hundreds of 'tests', which I've been "Secretly" conducting for the last 12 months.

Even though many of the lessons are *simple*, and *easy to grasp*, others may require you to go out and try them yourself, *only then will you fully understand*.

## **Lessons Learned**

## **Sending Your First emails**

Sending initial emails is probably *the most nerve-wracking* thing most guys trying to meet women online have to deal with.

The first words they read will be the **ONLY** words they read, unless you get this step right.

*"What the hell do I write?"*

It's really not that difficult, (o.k., o.k., it's not that easy either). Gone are the days where you could just copy and paste without customizing each email.

If you're getting great results and you find these findings conflicting, keep doing what you're doing. The point is, these are the lessons I've found to *consistently and predictably* get a positive result.

## **As If, And Act Accordingly**

Write every email, every response *"As If"* you were expecting to get a response from the woman.

Apply it to every email you send out, every email you reply to, your profile, each woman you speak with on the phone and date.

Instead of dwelling on the fact that you attract a bunch of idiot women, or none at all, **start convincing yourself you ARE worth of attracting great, attractive women.**

Chances are, more often than not, your "As if" will turn into a REALITY!

Don't tell her *"I'd better hear back from you or else you're a flaky woman"*, No, No, No, No. Just have the mindset she will reply, and expect her to email you back and act accordingly.

Self fulfilling prophecies work BOTH ways!

## **A Simple Exercise To Help Make Your Emails More Effective**

Once you're done writing your email, go and email it to yourself. By doing so

you're in essence seeing what it's like to get YOUR email...

**Your goal is to put yourself in the FRAME OF MIND of a woman who'd be getting your email.**

Some questions you want to ask yourself:

- \* *Does the email sound conversational?*
- \* *Is the email personalized?*
- \* *Is the email easy to read?*
- \* *Is the email interesting and light hearted?*

The cool thing is when you do this little exercise; you get to see '*In-field*' what your email looks like.

You get to see if your subject line is compelling enough to make you want to open it. Would YOU open up your email if you got it from someone?

It's interesting how something as simple as sending the email to yourself can give you an entirely new perspective on meeting women online.

## **Creating Emails Which Get Opened**

Every single day my 'Recon' profiles get tons of random emails which are clearly form letters. **They don't get opened, let alone read.**

**RULE #1 is: Get your email opened.**

Understand the frame of mind with people reading their emails... we read our emails *with our index fingers ready to click delete, trash or junk.*

Meeting women online is no different. If your email doesn't get opened *you have a 0% chance of getting a response*, therefore, your first goal is to **grab your reader's (the woman's) attention.**

Some guys tend to put sexual remarks or innuendo's in their emails and subject lines, that only raises a woman's guard and puts her on the defensive, so don't do it.

*There's a much easier way...*

## What The Hell Is a “Brain-Itch”?

When you present an incomplete thought in the subject line, it's a **cliffhanger**; *it makes you WANT to know what the heck is inside that damn email*. Maria Veloso, an expert at web copywriting, calls it a "**Brain Itch**"...

The science behind it, is that it activates **the Reticular Activating System (RAS) in your brain...**

The RAS *doesn't like incomplete information* and as a result it doesn't stop working until it finds the information it needs to close a topic.

Ever wake up in the middle of the night and remember something you forgot during the day?

That's your RAS at work.

With an incomplete thought in your subject line, the woman's RAS is at work *WANTING to know what's the rest of the thought so it can close the topic, but it can't* because you've planted a *psychological time-bomb* in the subject line.

This "Brain itch" **can only be relieved when the woman opens up the email** and reads it to complete the thought.

**RULE #1: GET YOUR EMAILS OPEN.**

[Click Here To Watch A Video Showing You This Tip](#)

## You're Not Going To Believe THIS...

The word '**THIS**' is so powerful because it stirs up *curiosity* and it causes women to want to know just what '**THIS**' is.... (Sneaky eh?)

You can say:

"I can't believe you put **this** in your profile..."

"I read your profile and had to tell you **this**..."

## **You've Just Made THESE Mistakes In Your Profile...**

Another great subject line. (Try it out)

When you use the word **THESE** in the subject, it forces the readers to ask themselves, "*What are THESE mistakes I made?*"

**TIP:** If you decide to use the above as a subject line, in the email go on to mention how everything was great in her profile EXCEPT x,y, and z. and how you're not sure if you guys can talk (make sure to write the email in a VERY FUNNY way, **not** sarcastic)

## **This Tactic Is So Good Because...**

Whenever possible use... in your subject line. You might have noticed I tend to do it a LOT in every newsletter I send out.

It makes your emails sound more conversational. It also creates *a sense of incompleteness*, which makes you WANT to find out what's inside the email. (*I'm giving you a hint, so read the newsletters...*)

## **Re:**

Here's an eye-opening exercise, which will show you what Re: is.

Look inside your inbox. Look at what email subjects your eye gravitates towards first. *We ALWAYS look for and notice the emails we've ALREADY responded to FIRST.*

**Specific Tactic:** You can apply this tactic to the emails you send out to women online *by using "Re:" in the subject line.*

## **Track Your Results**

I believe one of the REAL keys to my success with the online personals and women in general is *the way I extensively track my results.*

If I find a certain type of email message gets an unusual amount of responses, *I keep on using it... and keep on tweaking it to make it better*, where most guys

will see something and not have the slightest clue.

After each of the dates I'd go on, I'd write down what went *right* and what went *wrong*, so I made absolutely sure to do the good stuff again and throw the bad stuff out.

As a result, I'm constantly *fine-tuning* my game both on and off the computer... and it keeps getting better and better. YOU can do the same.

I suggest you start keeping a journal, to log your dating adventures.

### **Write down EVERYTHING.**

If you call a woman on a Sunday at 11:00am and she answers her phone, *write that down*.

If you call a woman on a Monday evening and she DOESN'T answer... and you later find out it's because she was watching Sex & The City, *write that down too*.

If you wait 3 days to call a woman after she emails you her phone number and when you do connect with her, it feels like just the right amount of time, **MAKE A NOTE OF IT.**

I think you're beginning to see my point.

## **The Best Time To Send A Woman An Email Is...**

*When* you send your initial email is nearly as important as *what* is contained inside of it.

My tests have shown that there is one time, which gets **significantly higher responses**. After testing this concept recently on both match.com and myspace.com, I've found **there is one specific time that consistently outperforms other times by at least 34%**

**Specific Tactic:** Emails sent *while the woman is online* (i.e. on the website) result in at least a 34% increase in response.

Imagine this... **you could be meeting 34% more women simply by changing when you send out your emails!** Imagine the time you'll save when you apply this tip.

## **A Simple 'Trick' To Make Your Emails As Much As 67% More Readable**

The way your email **LOOKS** can impact the amount of women replying to you. Therefore, formatting your emails is **critical**.

**When I talk about Formatting your email**, I'm talking about the width of the lines. By making the lines short, *less than 50 characters wide*, the email becomes easier to read.

[Click Here To Watch A Video Showing You This Tip](#)

Studies have shown that online, when people read their emails, *formatting your Emails to a MAXIMUM of 60 characters in width* will increase readability.

**Anything you can do to increase readability will result in more responses.**  
(Simple fact that more women are reading your emails)

## **A Quick Tip To Ensure Your Emails Get Open and Read**

**Make sure your emails look NOTHING like every other guys emails.**

Simple? Yes, does it work? ooh yes. Knowing what most guys are writing will help you avoid the most common pitfalls. Remember it's all about the recon.

### **W.I.I.I.**

WIII is an acronym for "*What I'm Interested In*". This is where you let the woman know what you're looking for... it's before the "Close".

You can say something like:

"You seem like a pretty cool and interesting person and I'd like to get to know you better."

It's direct, to the point and its done so *in the very non-threatening way*. It's charming to a woman to get something like that.

## **Tell Her What You Want Her To Do**

CTA is an acronym for *Call To Action*. Ok, the woman's read your email, she's curious and possibly interested.... NOW WHAT?

### **What do you want her to do as a result of reading the email?**

If you were a sane man, you'd want her to email you back. This way you can get her number, get on the phone, possibly meet and from there, who knows what. :)

But **you must to have a CTA in EACH EMAIL you send out.**

You need to make this part perfectly clear – *what the woman needs to do next as a result of reading your email.*

Here's where a lot of guys wimp out. Don't make women guess what you want them to do. TELL THEM.

You need to tell them exactly what to do.

You could say:

"Looking forward to your response/reply."

"I'd love to hear back from you..."

"Let's talk soon..."

I think you get the picture. Let the woman know you're EXPECTING her to respond.

## **Mirror, Mirror On The Wall...**

One of the best and *most effective ways* of making sure a woman will WANT to read your emails, and want to get to know you better is to '*align*' yourself with her.

People feel more of a connection with you if they see a piece of themselves within you. One commonly known way is called: **MIRRORING**

This is when you almost mimic or mirror the woman's body language, *allowing you to gain instant rapport with her.*

Online, in your emails, **you can mirror the LANGUAGE a woman is using to instantly create a connection with her.** She'll *instantly* like and trust you, although she may not even know why herself.

If she starts out with:

*"Howdy Dave..."* I'll copy her. (But change my name to hers, obviously)

*"Hi, Dave...."* I'll do the same.

I'm MIRRORING her language. Doing so makes a person feel more at ease.  
**When you look into a mirror, what do you see?**

**Yourself.**

And this phenomenon *places a woman more at ease* with you and allows you to *build a strong emotional connection.*

## **Show Her You Actually Read Her DAMN Profile!**

Yes, 4 years ago you could just copy and paste word for word and get amazing results... Yes, I used to do that, and No you can't do it anymore.

Those days are over.

But the great thing is that 90% of the guys using these dating sites think they're slick because they JUST now figured out *"hey, why don't I just copy and paste the same thing to 100 women."*

*Meanwhile you're at least 5 steps ahead of them...*

**You have a "HEAD-START."**

If you *customize just 1 section of your initial emails*, and they're written conversationally, you're already ahead of 90% of the guys out there.

You can say something like:

"I noticed you were into (whatever she's into)"

"I couldn't believe you like to (whatever she's into)"

## **How To Increase The Number Of Responses To Your Personals Ad By As Much As 1,400%**

Profiles with photos, in my testing, have *gotten 12-14 times the results of profiles without a photo*. Why you ask?

It's simple. *Frame of mind*: You're on an online dating website -- You're **LOOKING** for someone who's interesting... The *sense* you're using is **SIGHT** - you're **LOOKING** for someone to catch your eye on some level.

Do you have to look like Brad Pitt? No but it sure does help.

Your photo could be *in a different color* than most; this naturally *draws the eye towards your photo*. (That's a little sneaky trick I developed which works wonders).

You could have the most well written profile, **but if the women don't click your ad (because you have a crummy photo or no photo) then what good is it?**

Steven D. Levitt and Stephen J. Dubner, *authors of Freakonomics* (William Morrow, 2005) said: *"A low-income, poorly-educated, unhappily employed, not-very-attractive slightly overweight and balding man who posts his photo stands a better chance at gleaning some emails than a man who says he makes \$200,000 a year and is deadly handsome but doesn't post a photo."*

Point is, POST A PHOTO!

## **The Corny Email**

After launching the Insider Internet Dating program, I had to start from scratch as far as material goes, because I gave away EVERY piece of material I had. So this year I started conducting new experiments, using new material.

*You're getting a 'head-start'* on 90% of the guys using online dating websites to meet women.

### **The Email:**

I can imagine you've gotten your share of corny emails, so this is me NOT sending you a corny email.

Hi \_\_\_\_\_ my name is **(your name)**. Gotta love a girl that **(pick something about her profile)** (as long as you're really a woman, and not some old guy pretending to be a woman)

I noticed you were into **(something from her profile)**

You seem like you might be a nice, interesting, cool girl, which is refreshing.

I'd like to get to know you better, looking forward to your reply...

Yours,

Dave

Contact me: [\(your email\)](#)

\* **Note:** Everything in **BLUE** is to be **customized for EACH woman** you send this email to.

[Click Here To Watch A Video Showing You This Template](#)

## **Cold Reading Is VERY Powerful**

You'll notice I did something called a "cold read" in the email, right above "I'd like to get to know you better"... I said: "You seem like you might be a nice, interesting, cool girl..." this is **a powerful way to connect with someone** (it's also an underground seduction technique I learned a while back)

Cold reading is also something most guys **completely screw up**. (I'll be teaching you how to correctly do a cold read and **have women hanging on your every word so fast it'll make your head spin!**)

Here's something you can put in your emails, which is a **TIME BOMB**. This absolutely *drives women nuts*. (You can add this into any of your initial emails btw):

This is what I call BAIT.

"Hopefully you're not like the typical **[insert your city here]** girl..."

Girls see this as a **challenge**, as if you're questioning if they're in fact one of 'Those' girls... and no girl in the world wants to be called or considered typical.

I don't care if she's 875 pounds, and has 5 chins... she still thinks she's NOT typical.

You're throwing out this **bait**, and waiting to see if she takes it, when she responds back then **GAME ON!**

Start using this tactic to get better **results** meeting women online, **before** the general public gets wind of this '*under the radar*' technique.

## **Make The Email Templates Your Own**

As I always preach: Learn - Apply – **Modify**. **Make my email templates your own**. Rewrite them in **your** language, using **your** words, and *make it conversational...*

Write like you speak, and write to that SPECIFIC girl in each email you send out. You want her to think you wrote the entire email just for her.

## **Now, Let Me Ask You a Question:**

Does it *frustrate* you that you're only able to meet a small fraction the women you know you should be able to meet? Doesn't it make you *furious* that you could actually be meeting **5 times as many women** or more from your current profile - if you only knew how?

What would it be worth for you to learn how to maximize online dating websites to get as many dates as you want anytime you want - - not in 2 to 5 years -- but **within 30 days?**

*"Quite frankly, my system simply cannot fail when it is implemented exactly as I prescribe. Conversely, no system in the world will work if there isn't the power of commitment behind it."*

So if you're not going to do what it takes, I will not allow you to participate in the PIMP MY PROFILE COACHING CLUB -- even if you have the money to pay for it.

If, on the other hand, you're one of those rare people who are *genuinely committed* to turning *the most powerful online dating ideas into real results*, **don't wait**. **Join the Pimp My Profile Coaching Club on FRIDAY, JULY 14<sup>th</sup>, 2006 at this URL:**

**[www.iidmembers.com](http://www.iidmembers.com)**

## **What's This Pimp My Profile Thing All About?**

When you belong to *the Pimp My Profile Coaching Club*, I will **saturate** your brain with more meeting women online know-how than you could get from a

Masters degree in college -- but not the "generic, vanilla information" that seminars, books and courses often give you...

I reveal *the most advanced results-producing online dating ideas* you just couldn't ferret out yourself if you tried for a hundred years.

As a ***Pimp My Profile Coaching Club*** member, you'll learn **my new proprietary HSC3 online dating system** consisting of *stealth tactics* and *psychological tricks* that fly "under the radar" of most women's awareness -- virtually undetected. Many of these tactics **defy all logic** -- but they enable you to meet dozens of women online -- guaranteed.

## **Why Should You Care About This?**

Because you can take any guy who's getting mediocre results, *someone who's just barely getting responses*, or even getting no responses -- implement **HSC3**, and what you learn as a ***Pimp My Profile Coaching Club*** member -- and **with a few small tweaks and changes, DRAMATICALLY improve your results.**

Now, I want you to **read the previous sentence again**. Just let it sink in for a moment.

If you learn nothing else but this **subversive** meeting women online system -- literally years *before the general public gets wind of it* -- you can meet as many women as you ever want to meet.

Mark my words -- 2 to 3 years from now, every guy and his brother will be using the amazing system that you are about to learn in the coaching club. But it'll be too late for them because you -- and the **privileged few *Pimp My Profile Coaching Club* members** -- would have already **exploited** this exclusive information to meet **DOZENS** of women online *before the rest of the world caught on!*

I personally guarantee the ***Pimp My Profile Coaching Club*** is *unlike anything you've seen or experienced before*. Since the information that will be taught is so **potent**, I'm going to limit the number of people who are given access to it -- so as not to dilute its awesome power.

Put it this way: If everyone knew the secrets you are about to find in the ***Pimp My Profile Coaching Club***, the strategies may not work as well for you.

Therefore, here are the ground rules: The **moment** my **quota** of members is

reached, I will not admit any more people into the ***Pimp My Profile Coaching Club***. **No exceptions.** This is a **1-time-only offer**, and I fully expect every 'seat' to be taken.

## **You're Either In Or You're Out**

The response to the coaching club has been *overwhelming*, **I received about twice as many requests as I had originally expected.**

We now have 2,671 people on the VIP waiting list, but *there's not enough SPACE for everyone that wants to join!*

This will sell out quickly, that's for sure.

That's not scarcity hype, just **look at the facts...** When I finally made the Insider Internet Dating program available on my website, it **sold-out within TWENTY FOUR HOURS** of going on sale - **When I launched a bonus to the Insider Internet Dating program, it sold-out within NINE HOURS!** - So make sure that you have my email address white listed so that you get all the launch details.

It's really going to be an exciting event!

Thanks again, and, please, *fasten your seatbelts*. It's going to be one heck of an experience we're starting together!

**[www.iidmembers.com](http://www.iidmembers.com)**

To your Dating Success,

A handwritten signature in black ink that reads "Dave M." with a stylized flourish at the end.

Dave M.  
Author, *Insider Internet Dating*