

# Online Dating does it really work?

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Online dating and FREE dating apps have become the norm, the stigma of meeting someone online or through an app has long since been buried along with the traditional marriage bureau. But is the lure to sign up for free, really free? Nothing in life is ever really free whatever it is, ultimately it has to be paid for by someone, and these large companies invest millions to reach people looking to date. On the surface it seems an attractive option, but on joining a dating site that is free, self-creating an eye catching headline and an attractive profile is the least of your concerns, as most people don't as a rule get past the headline, it's the photo that makes someone click or swipe or not.

Most people tire of all those boxes to tick, to what was the last film you saw, and ultimately everything you spend hours deliberating over, will simply go out the window if you happen to "eventually meet" and there is no chemistry. I say happen to eventually meet as internet dating is swarming with people who either don't respond to a message, send overly sexually explicit opening one liners to those who just ignore you or worse still, you think you've connected and then get ghosted.



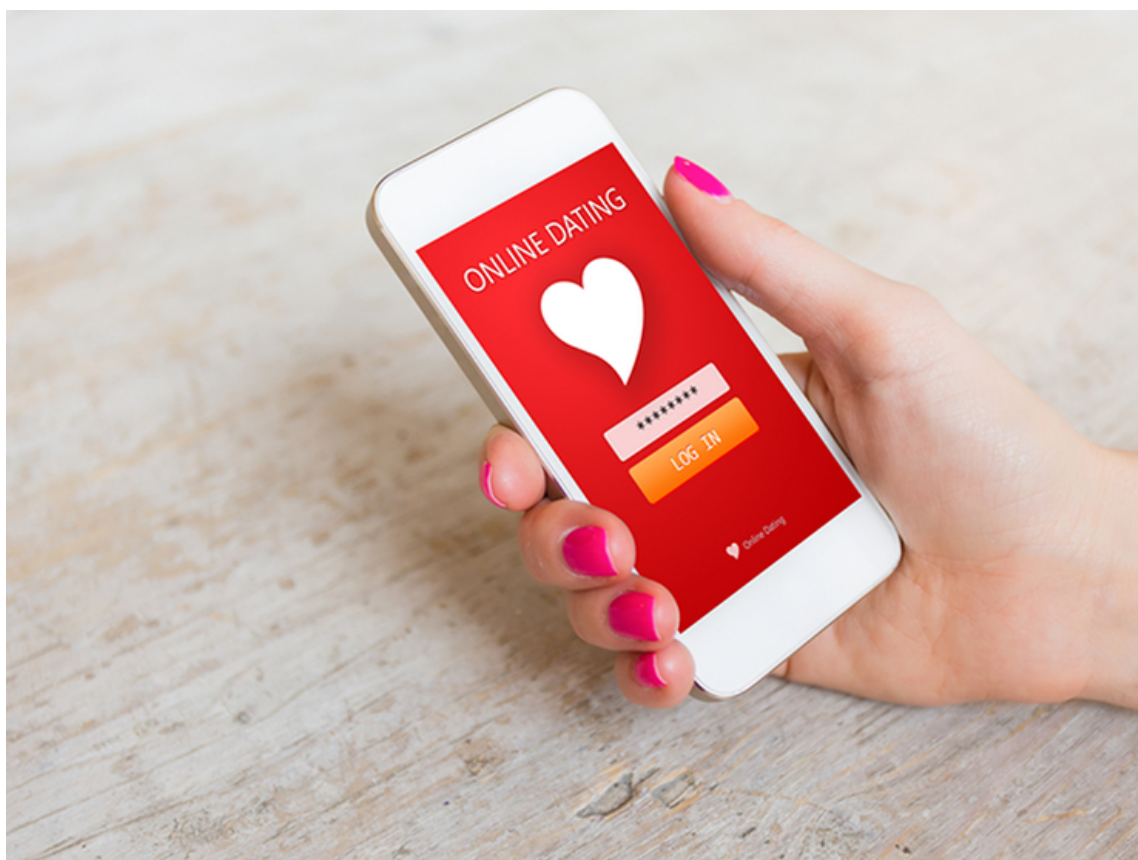
The internet over the last 20 years has grown considerably, and in many cases can offer a wealth of information, or the opportunity to connect and meet people in a much larger circle, that you otherwise would not come across - but, and there is a big but here, due the anonymity and the ability to fabricate who you are, what you seek, can more often than not have those who are genuinely seeking a committed relationship be lured by the sheep in wolves clothing.

Creating a profile, is considered by most as the most boring, mindless and time consuming chore, and a large percentage of people, sign up mainly *because it's free*, get bored and leave. Dating industry research proves that those who join a dating site *solely because it's free where they have no intentions of paying a membership fee* rarely sustain an emotional investment for longer than a few days.

**The truth is; like any data-base it only works if it's filled, and only IF it's filled with genuine, like minded people. Like minded meaning if you're a casual dater, then you really want to join a site that is for casual dating - equally if you're looking for a serious relationship or even marriage, using such sites or apps will leave you on an emotional roller coaster for sure - yes, of course it does sometimes happen you spark up a relationship, but that goes for the bumping into someone too, only these latter two situations are still like playing the lottery.**

FREE sign-ups do not equal high caliber, genuine people, if you're a CEO, Barrister, Consultant Surgeon, Investment banker or someone who comes from a well known family background how many people like this do you think sign up to online dating, it is minuscule to say the least. People like this, one; would not compromise their privacy and chance they may have their profile shared on facebook, and two; these people are discrete and selective individuals who would not have the time or inclination to spend hours equal to a part-time job spending their precious out of work time on a dating site.

**Some facts; It is a known fact in the industry those seeking casual sex, or who are already in a relationship seek out online dating sites as they can create a profile that permits them to meet people for casual sex, more often than not, portraying themselves as seeking a committed relationship.**



For decades those who are genuinely seeking a life partner or marriage rarely have success on FREE sites. Dating sites that charge a monthly fee, which has to be at least equal to a cut and blow dry, dinner out or those new designer shoes, otherwise we are downgrading the worth of finding a long term partner to less than a night out. Those who pay a membership by being tempted to take out his or her credit card, will be much more invested in every way to take their membership seriously. They will take the time to create an interesting and more honest profile and visit that site several times a day to monitor the interest they are receiving..The question is, do you have the time, inclination and skills required to know whether someone is genuinely seeking a relationship, is misleading you, wastes your time, is multiple dating who may take you on an emotional roller-coaster.

It is why those who have tried online dating or dating apps eventually turn to an introduction agency and professional matchmaker, as those who use a matchmaker have to be fully invested, not only financially, but emotionally and in time. They have reached the point where they want to meet equally invested people, who will

take the time to meet with an agency and put themselves forward as genuine relationship ready people, who are not looking for a string of dates, but people, who appreciate meeting a like minded individuals with the same values and relationship goal.