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# *Match.com – Scam or Salvation*

*By Arthur Cronos*

If there's no time for the things you  
love, then do the things you love  
exist anywhere in time?

If they don't exist anywhere in time,  
then are you having *any* things you  
love in your life?

If not, why not change time?

— *Richard French*

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## ***What is Online Dating?***

I was the world's worst Romeo until age 26, when I had an epiphany in a college student union building. My epiphany, as I sat there with a cup of coffee half-raised to my lips, came in four quick realizations –

- A) I realized that I knew \*nothing\* about how to meet women.
- B) I realized that I had learned many things up to that point, and that learning how to meet women should be something that a person (such as myself) could learn
- C) I immediately had a flash from the blue ... about a way to go about \*learning\*. Note that this wasn't a way to "get women," which was my crude idea at the time. Rather this was a way to go about \*learning\*, and in fact ...
- D) My brainstorm was to do things EXACTLY BACKWARDS of the way I'd been trying to meet women in the past.

My strange idea was so weirdo ... but I couldn't see why it wouldn't work.

So I tried the weirdo idea.

And it worked gangbusters.

I told my buddies about it. It worked for them.

I told my women friends about it. It worked for them.

I told my gay and lesbian friends about it. It worked for them.

Hallelujah!

Eventually, I wrote up this method into a book, originally called the Sweetheart Report, and revised and extended recently, and it's been renamed "How to Find Love – the Five-Date Method," and if you wish to try this surprisingly powerful method, you can get a copy of the book here –

<http://fivedatemethod.com>

## ***The "Advertising Whiz"***

Back in those days, I learned how to pick up women on the bus, in supermarkets, at the library, even at a funeral. I learned another method where my friends were induced to give me referrals to likely prospects, and that was all fun, and it worked great.

However, this was some years ago, and in San Francisco at that time, the Bay Guardian began to run a new kind of classified ad called, "the personals."

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As best I can tell, these Personals Ad were a spin-off from the swinger magazines (like the L.A. Free Press) which were thriving due to the so-called Sexual Revolution at the time.

But, for whatever reason, certain papers around the country became aware of a new revenue source, called the Personals Ads. At that time there was no interenet. There were no cell-phones.

The Personals Ads were about the only alternative I could see to the “Pick-Up Technique” and my “Friends Referrals Technique.”

At that time in my life, I did a lot of marketing. And, by golly, the Personals Ads sure looked like little, tiny advertisements to me!

I began to place ads.

I knew how to write advertisements! Wow! Soon I met one, two, a dozen, three dozen, and then I met a woman with whom I would spend the next 20 years of my life.

Now she was a great woman, and I loved her madly and we were loyal to each other ... but over the years we grew apart. And one day we split up. Our differences were too great for what we knew at the time.

### ***Wandering in the Desert***

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For three years, I did not want a woman in my life.

And then, one day, I woke up in the morning, and I was again ready for love.

I still knew how to meet women from my Five-Date method, but I was now living in a very small population center, and so – to speed things up – I looked around for the Personals Ads.

Whoops!

No personals ads.

Now it had mutated. It was “Online Dating Sites.”

I investigated.

### ***Online Dating is the Natural Evolution of Personals Ads***

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As you are already guessing, the Online Dating sites have taken the place of Personals Ads.

And this brings many, many improvements.

For example, it's not a teeny-tiny little advertisement, and you can see pictures. You can carry on about what you do like and what you don't like and you can put a photo of your precious doggy Snoopy and how cool you looked that time on a boat.

Cool beans.

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## ***Online Dating Sites follow Certain Rules***

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Because an online-dating site is still a place where you can \*advertise\* yourself, many of the rules of advertising apply.

But because an online-dating site is a way to flirt and meet, but you've still not heard their voice nor seen how they actually look, and move, and all those important things ... there is still a bit of terrain to navigate ... to bring your prospective sweetie out of cyberspace and onto the phone, and then into a face-to-face meeting.

Right?

Well, you are one lucky carumba, because in this free report I'm going to tell you the essentials that will enable you to get great results from online dating.

Some of it is basic advertising principles, that almost everybody else violates ... and so you can really look good in comparison!

And some of it is basic communication principles, that almost everybody else does poorly ... and so you can really sound good in comparison.

And if you also come to the free follow-up event "Mastering Match.com" then you'll learn even more ... and you can really look good in comparison to all the other folks on online dating sites, that just won't have your advantages.

What you learn here will be more important than your looks, your money, or the specifics of your personality.

But now, let's back up, and think about what you are trying to accomplish with this program to find the love of your life, OK?

Read on ...

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## ***The Three Questions of Love***

All my life I have been fascinated (obsessed, astounded) by two things.

One is Romance.

And the other is Mind and how we can change and restructure our experience of life and living.

Of these two, Romance always seemed the more mysterious.

But, along the way, I have been extremely fortunate, because answers have been shown to me. Although I've made my own original contributions to how to go about creating a wonderful love life, these ideas have always been based upon something that just came to me.

After all this time, it seems clear to me at least, that there are really only three Questions of Love ...

### ***1) How do you Find Love?***

As a young man, in spite of being fascinated by love and romance, I was perhaps the world's worst Romeo. I was shy, backward, clumsy, tongue-tied, and generally incompetent.

This is the story I told you earlier, how at age 26, sitting in a coffee shop I was musing and realized that I knew pretty much nothing about how to meet women. (And of course, for a young heterosexual man, love is to be found in a woman, a lover, a sweetheart, and therefore the first step is: how to find a woman?)

And this seemed odd, as I thought about it, for I'd learned many things in my life up to that date. But I realized to my surprise, that I'd never actually thought about how to go about \*learning\* how to meet women.

And immediately I had an epiphany, and thought of a way to go about the project completely backwards to the usual way. This was based upon a concept I'd learned some years before, called "Havingness," which is essentially one's innate "level of familiar expectation." I won't describe it here, because it's described fully, with my complete method in "Ladies – How to Find Your Guy" and "The Sweetheart Report"

But when I tried my weird new approach, it worked like gangbusters!

I told my buddies about it. They tried it. It worked.

I told my women friends about it. They tried it. It worked.

I told my gay friends, and my lesbian friends about it. They tried it. It worked.

Hallelujah!

### ***2) How do you Get Along?***

When I was 50, a chiropractor named Michael Curtin in Marin county, in a men's group, said two short sentences, about how men and women basically want different things.

It transformed my understanding of how to go about getting along with women.

I'm not 100% perfect, but it sure was a thousand percent improvement over my old methods!

Since then I've found other relationship gurus that have expanded my understanding, and I coach men and women effectively about how to get along better.

But I owe it all to those two sentences that Dr. Michael Curtin said on that evening, as we sat in folding chairs, talking about women.

### ***3) How do you Make Love Last?***

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Many years ago, I was married, and it lasted about three years.

And then I had a 20-year relationship with another woman.

And in each case, I watched love grow, and then I watched love (and desire) fade. And I tried everything I knew how to do, to change it, and I couldn't stop it fading away.

I now believe that had I known about Tantra Yoga, and how it can enable you to intentionally recreate the excitement, desire, and intimacy of when you first fall in love ... I believe in my heart that I could have done better by those women, and perhaps we'd still be together even today.

But with the best of intentions, those relationships faded. And that's as it was, as life flowered and unfolded, and maybe it's for the best.

But now I have learned about Tantra Yoga, and I've experienced the life-transforming effect upon my own existence, and heard first-hand of hundreds of transformations in the lives of other men and women, of all ages, all occupations, singles, couples.

I think that Tantra Yoga provides an answer to the question: "How do you make love last?"

And to this generous Universe which brings these lovely truths, from the bottom of my heart, I feel grateful.



## ***Being "Attractive" and the Act of "Attracting"***

The game of love might be compared to a dance.

There are steps, and they go in a sequence.

There is room for improvisation, but the outline of the steps must be clear if the two partners are to flow with each other, and have fun.

We might first consider the words "Attractive" and "Attracting."

### ***Attractive***

Let's assume that you have certain traits about you that are attractive.

Some prospective lover will first notice these – it's built into us by evolution – and this will affect your first contact with this person.

### ***Attraction***

But then art takes over.

For now you must take certain steps that let them \*feel good\* about you, and one good way to say this is that you are creating "Attraction."

What you do in creating "Attraction" will ultimately be more important than how Attractive you are in the first place.

But you'll have to put your best foot forward to make yourself as Attractive as you can within your abilities, to cause that first contact, so that you can then engage in creating Attraction.

Get it?

Next, consider this –

Men and women are different in a number of ways, and one way we differ is \*how\* we react to others in deeming them "Attractive"

### ***Men***

Although there are exceptions, if we can generalize, then consider that Men are very visually oriented. It's not really a character flow. It has a very good evolutionary function, but we'll not digress here.

Men in general are very results-oriented, and so it is that if a man sees a woman who is good-looking according to his preferences, he can begin to move automatically from Attractive to Attraction. It's just that simple.

This isn't the basis for a happy love affair yet, but (for men) it's a start!

### ***Women***

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Women have eyes, and they also notice when a man is Attractive according to their preferences.

But it stops there.

They will not usually go immediately to Attraction. Again the reasons for the difference are very good evolutionary reasons, which we'll not try to cover here.

But, as a generality, women are more emotion-based, and so the man has to open his mouth (or type his keyboard) so she can see if (a) she feels safe; (b) if she resonates or finds harmony with the things he says, and (c) at a biological level often she's evaluating whether he would be a good father and protector of the children ... even if she is far, far beyond child-bearing age, and has no intent of birthing children.

Sometimes women say, "He was cute till he opened his mouth."

### ***Words of Advice***

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So, men, get used to the idea that you have do to the dance, you have to \*woo\* her via email, to get a number, woo her on the phone, woo her on the date, if she is to enter into Attraction.

Guys, you can't just be a pretty face, and a cute butt. You'll need more than that.

So women, get used to the idea that your presentation is going to hinge partly on (a) are you Attractive by his preferences in the first place, and (b) are you a reasonable person. (Since he's results oriented, he'll reject verbal cues that say you'll be tons of trouble, and he won't get where he wants to go.)

### ***Where to Begin - It will be being in the "Right Place" and then being "Attractive"***

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So let's see what's to be done first ...



## **Step #1 – What do you Want?**

Before you can determine where to show up, you'll need to think about what you want.

If you spend time in any old online-dating site, then you'll win or lose according to random chance.

For example, I'm 66 and I like women my own age. I'm not going to waste my time on a site designed for 20-somethings. That would be silly, and I would be very unlikely to find the Love of my Life there.

We'll come back to this question ...

## **Fast Exercise #1 – What Attracts You & What Makes You Crazy**

Here's the exercise. We'll go into more detail at the free Thursday event, but here's the outline –

- A) If you are a straight woman, then make a list of every important man in your life up to now. Start with your Father, and include other family members like Grandfather, Uncles, male family friends who were important, brothers and cousins if they're important to you. Then go on to boyfriends, boys you liked in school, etc.
- B) Next make two columns next to these men's names
- C) Head the first column "What I Liked"
- D) Head the second column "What Made Me Crazy"
- E) Now for every man, write down the top 2-4 things you liked, and the top 1-3 things he did or that he was that made you crazy
- F) Take a couple of days to do this if you can. Because on the next day you'll think of some more guys and some more answers.

Now when your list is complete, look up and down the first column.

And you'll notice that some things occur over and over again.

Make a note of these things – Things that I Liked – that happen over and over again.

Then, look up and down the second column.

And you'll notice that some things occur over and over again.

Make a note of these things – Things That Made Me Crazy – that happen over and over again

You now have a list which will prove useful.

Because you can write your profile to \*attract\* people with the things that you automatically like.

And you can write your profile to \*push away\* people with the things that make you crazy.

Time spent on this exercise is well-spent.

It can save you months of wasted-time, down the road.

And besides, isn't it a good idea to \*attract\* what you want, and to \*reject\* what you want to avoid?

Yes?

Well, here's the simple way to do that.

In addition, it will make your profile read very specific, and this again will make you stand out from the others who will be mouthing generalities, and not giving much sense of their actual personality.

OK?

### ***Fast Exercise #2 – Your Natural “Love Languages”***

Here's the exercise. We'll go into more detail at the free Thursday event, but here's the outline –

A fellow named Chapman was a marriage counselor and noticed that people have different ways of knowing when they are loved. He found five main categories –

1. One person felt loved when the sweetheart gave them “words of appreciation.”
2. Another person felt loved when the sweetheart gave them “physical touch.”
3. Another person felt loved when the sweetheart gave them “quality time.”
4. Another person felt loved when they received “gifts.”
5. Another person felt loved when they received “acts of service.”

And what this means is that, if you had a couple, and they spoke different love languages, then the guy could be busting his tail to show his love (according to how he thinks love is shown) ... and the woman doesn't ever see that he loves her!

And the woman could be busting her tail to show her love (according to how she thinks love is shown) ... and the man doesn't ever see that she loves him!

Bummer!

It is \*very\* smart to figure out your own love languages right at the beginning.

Here's why –

If you choose somebody with a similar language then you will tend to automatically and naturally display love in a way that seems natural to you ... and they'll \*get it\*!

And if you spell this out – indirectly, perhaps – in your profile, then you can \*attract\* someone with a similar love language. This means you'll constantly \*get what you want!\*

And if you spell this out in the right way, in your profile, then you can \*push away\* someone who is never, ever, ever going to automatically give you what you want.

You might as well get what you want, right?

Love languages is one of the most basic ways to do it.

And since nobody else on the dating site will be this clever, you'll have first crack at all the cool people who are going to automatically give you what you most crave ... because it's the same thing they crave too!

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## ***Step #2 – Getting on the right Dating Site***

We needn't get real complicated here.

It's obvious, but frequently overlooked.

If you go to a free site, it's free, but do you want the kind of person who won't invest in love?

If your religion is extremely important to you, then why not go to a site that specializes in that religion? For example, on match.com I've many times seen women announcing loudly that they cannot abide any man who isn't an ardent Christian.

Golly, I know \*lots\* of great men who aren't necessarily Christian. Some may be better people than these women who advertise.

But ... why don't the women simply choose to advertise on a site made for Christian Singles?

That's what I'd do.

If you're older, there are sites for older singles.

If you're a single parent, there are sites for single parents.

If you're younger, there are sites for younger singles.

If you're just looking to "hook up" – I think that's a current term for casual sex, though I'm not certain – there are sites for people who want to hook up.

If you want a long-term relationship there may be advantages in using a site that does personality trait matching (chemistry and eharmony), though be aware that you may be getting less "hits" on these sites. Of course, if they really match well, you don't need many, do you?

## ***Experimentation Wins***

In my research I experimented with four different sites –

Yahoo has a free site

SeniorPeopleMeet

Match.com

Chemistry.com

I found significant differences in what turned up, and discovered that one of these sites was about five times as effective as the others.

### **Step #3 – Creating an Irresistible Profile**

You'll need one or more photographs.

Other people are TEN TIMES more likely to respond when they can see a photo.

We think of men as visual, but I understand that the women also respond only when they can see a photo.

The online dating sites aren't stupid. They want their customers to be happy. And so all of them have a box to check that says, "Don't show me anyone who doesn't have a photo."

That means that, if you skip past getting a photo, most people will NEVER EVEN SEE YOUR PROFILE, so it doesn't matter how magic your words are, because they'll never be read.

#### ***The Photo must ATTRACT***

It's not a matter of professional photographer – though that is a viable option.

Here's what you do to see this for yourself ...

##### **IF YOU'RE A MAN**

Let's say and you've signed up on Match.com

Now you log out, and go back to the site, and this time, sign up as a woman. Sign up as a woman of the age you wish to attract.

Now these sites generally will give you a free trial, so you can look and see what's out there.

Now, wearing your "I'm a woman" hat – don't worry, nobody will know – do a search for men around your postal code, with a distance of 50-100 miles. Adjust the distance so you get 50 or so hits.

Now look at the guys's profiles.

Fellows, there is your competition.

Next, take a careful look at their main photos. Look at the expression, the hairdo, whether they look friendly or are they scowling?

And use your intuition. I saw one photo of a guy, a professor. He had an engaging smile, and kind of longish hair. But his hand was in the lower picture, and he was (unconsciously) "shooting the bird" with a finger gesture.

The women who view his picture \*will\* react automatically to his unconscious "screw you" gesture ... even though he would loudly deny he was doing any such thing.

I found guys with lousy haircuts.

Gee, that wouldn't matter to me if the guy was a pal of mine.

But does it matter to women?

Probably it does. Ask some woman friend to look at the photos with you and you'll be amazed at how they pick up different things than you do.

### ***Multiple Photos?***

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If you can swing it, that's even better.

If you're wanting to attract somebody who will like to go out wining and dining ... include a photo of you out wining and dining.

If you're wanting to attract somebody who will help you rub down the horses ... include a photo of you rubbing down the horses.

If you're wanting to attract somebody who likes to go sailing ... include a photo of you sailing.

See ... you're painting a picture of what they get.

And as much as possible, you want to make sure that what \*they\* want is what \*you\* want.

That way, things will match up, right?

And it's all completely unconscious.

Powerful and unconscious.

Do NOT create a profile until you have at least one decent photo. You'll be wasting your time. Get at least one decent photo first.

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#### ***Step #4 -- Your Most Important Decision – Your UserName***

Your screen name.

Everybody, but everybody, blows this big time.

Here's the deal ...

Suppose you're a woman – and suppose the most important thing (from your list) is that you find a guy who is "Kind and Caring," and further that every man you've ever known who liked to go hunting made you crazy because he seemed so insensitive.

And then you find two guys online, and their photos are about the same.

One is named "BobbyJoe54789."

The other is named "KindAndCaring."

Which are you going to automatically want to know?

It's going to be: avoid the guy that might be a hunter, and go toward the kind and caring guy. Right?

Let's do it the other way. Suppose you're a guy – and suppose the most important thing (from your list) is that you find a woman who loves to go out dancing, and all the women in your past who had dogs drove you crazy.

And you find two women online, and their photos are about the same.

One is named "PoodlePoodle52478."

The other is named "FunDancingGirl."

Which one will you select?

You'll avoid the one with the poodle, and select the dancer, right?

#### ***Big News – Everybody on the Site Automatically Reacts to Your Username!***

So you'll NOT choose a name because \*you\* think it's cool.

Instead, you'll choose a name that will maximize the attraction from exactly the kind of guy you want.

And how to do that?

## ***Choose a Name Designed to Attract***

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First take your list of what you want, and what you want to attract.

Next, if you're a woman, then get a mental picture of the guy you want. You may have some other considerations, about income or style or body type.

Make a \*minimum set\* of what you're looking for. Just the essentials.

If your description is right, it won't be a long list, but if you got everything on this list – and nothing else in particular – then you think you'd be pretty happy.

Don't make it a long and exhaustive list, because you won't be able to keep it in your mind, and you'll have a lot of things that you'd happily throw out anyway. It should be a \*minimum set\*. Just the essentials of what you want.

Now, picturing that person, start dreaming up names that would automatically appeal to him.

Think up lots of these names. If you have time, do this over three days.

Now go back through the list and circle the ones you think would be most likely to attract the kind of person who would give you what you want, and would \*not\* have the things that made you crazy.

Now, compare them. A to B if necessary. (Like LoveBigHats versus HotDancing, and you think LoveBigHats would better appeal to your target sweetheart. Then the next comparison, like LoveBigHats versus MasterfulCook, and so on ...)

Now at the end you've selected the one username from your list that will, in your opinion, be your best shot to automatically attract what you want and push away what you don't want.

Now, the reason for doing this before setting up your account is that you only get one crack at this. Once you set up your account, you cannot change your username. And you need to have a username ready in order to set up your account.

OK?



## **Step #4 and Onward – Attract and Take Offline**

Obviously, it won't do your love-life much good to have potential mates flocking to you ... if they stay online.

You will need to increase their Attraction to you ...

And then you'll need to transition them to the real world ...

After that, you can have a lot of ups and downs, and that's quite fun, but remember that this report is about how online dating works and how to work it, to get positive results

### **A) Your First Email**

You find something in someone's profile and comment on it.

Ask a question.

Keep the email short. (Remember, you're a person who has a \*life\*, and hanging out in front of the computer is not what you do all day ... unless you're looking for somebody else who does that, too.)

Reach out to several people.

Don't do one at a time.

Reaching out to several people will give you an expanded sense of "possibility" in your mind, and will enable you to be more relaxed and comfortable as you send your emails. And the relaxation will somehow communicate.

Women like men who are strong.

Men like women who are self-confident. (At least, this is one of the qualities that make men become charmed and enchanted. It's not one of the qualities that make men want to bed a woman, but then most women would rather have a man, bed or not, who can become charmed and enchanted, and so it's wise for the woman to have self-confidence. OK?)

### **B) Acquire a Phone Number**

Do not engage in a long series of pen-pal exercises.

Do not write essays.

(Unless you're seeking a pen-pal you never meet.)

Keep the emails short, positive, engaging, and refer to your other things in life without spelling them out completely.

And within a couple of emails, ask for a phone number.

### **C) The Phone Call**

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There are tips and techniques for how to best navigate the phone call, but we lack space in this concise report to go over them all.

But don't engage in long, long conversations.

(Unless you're seeking a phone-pal you never meet.)

Have a talk or two on the phone and then suggest a meeting.

Choose a "safe" place, neutral ground, a public place, where either of you can beat a hasty retreat if it becomes the best option.

Do not do a big production number.

The best are "Non Dates." These are discussed in detail elsewhere.

### **D) The Date**

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There are tips and techniques for how to best navigate the date, but all these cannot be covered here.

If you keep it casual, fun, and upbeat – and maybe kind of short – you'll be doing fine.

### **E) Falling into Love; Developing Relationship**

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Oh, my gosh.

Wow.

Now we come to the second question of love – "How to get along?" – and the third question of love – "How to make love last?"

Generally, I recommend Tantra Yoga for making love last, and making it sweet in the meantime. I've put a link to Source Tantra School of Tantra Yoga in the Appendix.

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## ***Preparing for the “Mastering Match.com” Event***

Here is your homework –

Take pencil and paper, and write down the following ...

1. Do the exercise where you list all important men/women in your life. (If you’re a guy, list the important women. If you’re a woman, list the important men. Do it differently if you’re gay or lesbian.) Then the “Things I Liked” and the “Things that Made Me Crazy” and then summing them up as described earlier
2. Do the exercise about ranking your own “Love Languages.”
3. Take stock of what photos you have, or how you can get one or more photos
4. If you like, go ahead and begin to make your list of possible screen names.

Bring your comments and experience with these exercises to the Mastering Match.com event. You’ll not have to share it, but we’re going to go over these ideas with additional information that will help you to see, ever more clearly how online dating Works ... and How to Work It!

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### ***Useful Resources***

The following links to online resources may be of interest –

Source School of Tantra Yoga (Charles Muir)

<http://sourcetantra.com>

<http://ashlandtantra.com>

How to Tune a Human (articles on mind and magic)

<http://howtotuneahuman.com>

Adventures of Bloggard (the author's weblog, over 400 'micro-stories', many humorous)

<http://bloggard.com>

Mobius Megatar and ZenTapper (a new concept in electric guitars, played by touch like a piano)

<http://megatar.com>

<http://zentapper.com>

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## **How to Contact Us**

The "Mastering Match.com" event is presented by the Clarity and Focus Group of Mount Shasta, California.

This is an introductory event, to provide more information about how Online Dating works, and how to work it to help you find the love of your life. Done right, it can work. Done wrong, it can simply waste your time. In this event we'll describe how it can be done right.

In this event there will be frank discussion, and although we'll use decent language, children are not advised. If you have questions about this event, or to pre-reserve your seat at our events to make sure that you get a seat, then please contact us directly.

Here's how to contact Arthur Cronos and the Clarity and Focus Group –

- **By Telephone:**  
(530) 938-1100
- **By Mail:**  
The Clarity and Focus Group  
Administrative Office  
1445 Ieka Street  
Weed, CA 96094 USA
- *Note: Counseling Office Location*  
The Clarity and Focus Group  
210-A Castle Street  
Mt. Shasta, CA
- **Our Website** (all event details are found on the 'Events' page)  
<http://beinghappytoday.com>
- **By Email**  
[newlife@beinghappytoday.com](mailto:newlife@beinghappytoday.com)

Sincerely yours,

Arthur Cronos, for the Clarity and Focus Group of Mount Shasta



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