Traffic Generation Methods

You are going to focus on 2 ways to meet people based on your strengths and lifestyle preferences. Pick 2 different categories, then 1 sub option under each. Try both methods for a few months to learn what works best for you.

CATEGORY #1: ONE-ON-ONE approach someone directly of your own will	
Day Approaches	Approach during the day in passing, lakes, parks, coffee shops, book stores, shopping malls, gyms, brunches
Night Approaches	Approach after hours at restaurants, happy hours, lounges, bars, clubs
CATEGORY #2: ACTIVITIES AND EVENTS organized for the purpose of bringing like-minded people together	
Specific Interest Events	Targeted events focused on dance, art, sports, spirituality, personal growth, cultural festivals, workshops
Social Meetups	Groups specifically for socializing, singles groups, adventure clubs
Networking Events	Open format mingling for professionals
CATEGORY #3: IN-NETWORK utilize people who are already in your network to meet new people	
Nights Out	Organizing outings where everyone invites their friends
House Parties	Organizing "get-togethers" routinely for celebrations, holidays, TV events, relaxing
Enlist Scouts	Give close friends, especially couples, permission to set you up on dates
Office Romance	Meeting people at work or through professional contacts
CATEGORY #4: ONLINE dating sites or social media connections	
Short-term Sites	Popular free sites such as Tinder, Plenty of Fish, OK Cupid
Long-term Sites	Popular paid sites such as Match and eHarmony
Demographic Based Sites	Targeted focus sites such as Farmers Only, Christian Mingle, Black People Meet, Senior People Meet
Social Media	Sending personal messages on sites such as Facebook, Twitter
CATEGORY #5: PROFESSIONAL ASSISTANCE they find the people for you or enable you to find them efficiently	
Matchmaker Client	Professionals who organize blind dates, mixers, speed dating or private communities and arrange dates for you
Database Listings	List yourself on several matchmaker sites and apply to be matched
Ongoing Coaching	Coaches who help manage your approaches or teach you social and communication skills over a period of weeks
Intensive Weekends	Intense weekends of training that inspires fast action, usually with the expert present to give feedback

Benefits Matrix

In order to know if a traffic method is right for you, you need criteria. In order to stay motivated and encourage to continue dating, your traffic methods need to energize you and make you feel like your efforts are worth it.

The benefits listed below are meant to help you decide what is most important to you before you decide how you are going to meet people.

The benefits in the table can change slightly based on how you implement them, but as a general guideline, the table displays the positives of each traffic method.

#1 Time Friendly – you only need a few hours or less per week

#2 In-Person Connection – they get an accurate feel for what your presence is like

#3 Qualified Matches – You know you are meeting people with mutual interests who are likely available

#4 Third Party Approval – Both people are screened by an outside source

#5 Quick Feedback – You know if it is or isn't a match very quickly and possibly why

#6 Reserved Judgment – There is less pressure to make a snap decision on chemistry and attraction

#7 Builds Momentum – The longer you do it, your options compound based on previous effort

#8 Personal Growth – Ensures you expand your comfort zone and dating abilities

	Time Friendly	In-Person Connection	Qualified Matches	3rd-Party Approval	Quick Feedback	Reserved Judgement	Builds Momentum	Personal Growth
One-on-One								
Day Approaches	X	X			X			X
Night Approaches		X			X			X
Activities and Events								
Specific Interest Ev.		X	X			X	X	X
Social Meetups		X	X			X	X	X
Networking Events	X	X				X		X
In-Network								
Nights Out		X	X	X		X	X	X
House Parties		X	X	X		X	X	X
Enlist Scouts				X	X		X	
Office Romance	X	X	X			X		X
Online								
Short-term	X		X					
Long-term	X		X					
Demographic	X		X					
Social Media	X		X			X		
Professional Assistance								
Matchmaker Client	X	X	X	X	X			
Database List	X	X	X	X	X			
Coaching	X	X						X
Intensives	X	X			X			X