

'How To Build A Dating App' Podcast – Episode 6 Transcription

- Kate: [00:09](#) Hello, and welcome to 'How to Build a Dating App'.
- Michael: [00:12](#) This podcast will chronicle our journey of building and launching a brand new dating app. Our aim for this podcast is to take you through the whole experience of what it takes to build a dating app from scratch and not just any dating app, but one that we really hope can take on the big competitors in the market.
- Richard: [00:28](#) We're definitely going to be learning some lessons along the way as this is the first step of this scale that any of us had been involved with and none of us have worked in the dating industry or are experts in data set already.
- Kate: [00:38](#) So to really help us delve into the current dating landscape and online dating trends, we're going to be speaking with some of the leading dating industry experts, coaches, and app developers to share their insights on the industry.
- Michael: [00:50](#) Our interview with Hayley Quinn, continues now.
- Michael: [00:55](#) Haley Quinn is a London based dating expert and coach who has helped hundreds of thousands of men and women rethink their love lives. Haley, thanks very much for being here today.
- Hayley: [01:04](#) Thank you very much for having me.
- Kate: [01:06](#) How do you think dating in general has changed over the last few years? The last decade?
- Hayley: [01:12](#) I'm going to go, if it's all right with you, a little deep dive and go back earlier.
- Kate: [01:16](#) That's okay.
- Hayley: [01:17](#) I would say that we used to have, I think they call it "the good enough is good enough" idea of marriage. Definitely how my Nan's remembered it, which is by and large you would meet someone ... Honestly it was like the closer they live to your house, the more likely you are to get married, like five miles apart it was like, "A whole big deal," and you'd find someone who was probably of similar social and economic background. Your families might have known one another. They seemed quite nice, it was those that were our expectations. It was just kind of something you got on with and did. Then suddenly I think with the explosion like cinema, and film, and literature, and media, I think this kind of love's PR campaign really kicked off transforming this very like I guess low expectation view of

marriage into this, it is the most magical and wonderful experience of your life. He is the one, you know immediately when you've met them, everything is awesome. Then you get married at a fairy tale and very expensive ceremony and you live happily ever after and thus ends every Walt Disney movie that we were ever watching, its just so.

Hayley: [02:30](#) But I think we're kind of brainwashed that that's what's going to happen, when in fact if we look at recent years what is happening, I think we see that there's obviously women are generally achieving a much higher level of education. More women are coming out of university then men, more women entering and having higher level of economic income. We also see the rise of the DINK, which is 'dual income, no kids' couples.

Michael: [02:55](#) That's a thing?

Hayley: [02:55](#) Yeah, the dink is on the rise. So what means, I think as obviously is women are becoming more economically empowered, there's less of an economic necessity to find a husband. So they kind of the institution, the economic institution of marriage as being broken down. So people are getting married or into long term relationships for love, or because they really choose to be with this person. I think a lot of idealism and comes with that and also I think a niche, obviously that's led to higher standards because whilst it's quite widely known that men are willing to date across and down in terms of ... I know this is a cliché, but I think there's a semi truth and, "Even if she was working in a grocery store, if she was attractive and I liked her, that's fine."

Hayley: [03:42](#) For women, that jump hasn't been made yet. So would a woman who's a lawyer date somebody who's the pizza delivery guy? I don't think there's necessarily anything wrong with that, but I think it's a less socially accepted, less well trodden route. But I do think this is changing, we're seeing more age gap relationships in reverse. Of course in the past it was totes cool for a guy to just marry some woman half his age, but you would never see a woman beyond a certain age dating a younger man. And I think we are gradually shifting around. I think that's seen also in government initiatives where we're trying to like do shared parental leave and there's an encouragement towards having more equality in our roles. However, I think for often for women, how they've grown up associating that romantic experiences is they want to feel safe and protected and looked after by the man. They want to be court in their feminine.

Hayley: [04:38](#) So sometimes that can feel difficult when they are so good at being self reliant, so good at self supporting. The thing that I

hear from my female clients a lot is that, it's not that they're unhappy being by themselves. They're quite happy being by themselves, they've actually created a life and I think this is a very positive in many ways where; they've got their friends, they've got their hobbies, they've got their job, they've really set themselves up. They don't actually have that much need and so because of that, their expectations around how someone's going to partner with them are higher. I also think generally when you look at how people are dating, what normally happens in terms of we're looking at like a bell shaped curve, we would see, I think in dating a lots of women, there's women might feel like there's no men left.

Hayley: [05:28](#) But really if you're a heterosexual woman particularly, I think there's always going to be someone who's going to want to date you. You might not want to date them, but there's going to be someone, there's going to be some offers there. You can join any dating app or site and you will get offers flying through the door to spend time with you. Now actually, the inverse can be true for guys, whilst I have this notion of 5% guys, the guy who was cleaning up in the dating market at the moment, he's the a top feeder in terms of he's got all of the stuff; he's six foot two, he's got a good career, he's charismatic, he's dating confidently, he's lots of the attributes that maybe considered really attractive. He's also socially confident and understands how to go out and meet women, in real life as well as online.

Hayley: [06:16](#) I think because of that there's a kind of push to what rush towards the top to date this guy when in fact I think there's so many men who I think that's why we see higher rates of male suicide and loneliness because they are ... It's very realistic for men to experience a dating reality where literally they feel like there is no one who wants to date them, no matter how low they would set their standards for someone, and this can be part of the problem with how they're dating, they can't find any connections. And I think that's where loneliness is really setting in as this division between men and women and kind of their social lifestyle and how they're proceeding through life can be very, very different.

Hayley: [06:57](#) And because we're such a break from how we were meeting people in the past when we're meeting people who were comparable in age, we were very young when we were getting married, our expectations were really low. It was lots about the economic institution of it. Now we're economically freed up to choose who we want to be with, but I think that's shifted all of our standards around and I think it's caused a disparity between groups of men and groups of women in terms of how they're

finding dating and not feeling like they're meeting the right ... It's not, they're not meeting anyone. Guys can sometimes feel like they're not meeting anyone. Women will say they're not meeting the right kind of person, they may not be meeting men that attracted to enough.

- Michael: [07:41](#) Am I right in thinking that even though the 5% guy is kind of cleaning up on the dating world, women may not want to marry the 5% guy?
- Hayley: [07:50](#) Right.
- Michael: [07:50](#) Necessarily.
- Hayley: [07:51](#) This is really interesting and I love this topic. Often women, when I'm out and about coaching women, they might come to me with some idea, again, very listen to the magical romantic language in here, "If he really wants me, he'll chase me. If he's confident enough, he's going to approach me." So women often act off the premise if I'm attractive enough to him, and if he seriously wants a relationship here, he's going to approach me. And in fact, I think the guy that approaches you, that is a bad judgement criteria for their quality as a partner. To me it means he's socially confident or he was feeling confident within that moment. He thought of something to say to you, these are the reasons I would attribute to a man making an approach, not he is really relationship orientated and he just chose you out of all the women at bar because you're so his type and you're setting as world on fire.
- Hayley: [08:45](#) That's a nice thing to believe, but that isn't actually, I don't think reality. So because of that, I think women suffer from what I like say is a missappropriate, a lot of economic terms in my teaching, survivorship bias; where they literally feel like they are apart taking dating apps out of the equation. They would just think that the only men that there are available or those who actively approach them. And unfortunately many men who would like to approach women, particularly in a post Me Too Era, don't feel like that they're able to do this or they don't know how to go about that in a way that is socially acceptable.
- Hayley: [09:25](#) So women are only seeing this tiny proportion of guys that have approached them and as you've identified this particular kind of guy might actually be the least relationship-orientated out of the whole bunch, you know? So that's why I think it's great for women to just develop that empathy and go, "It's actually not about my desirability, why he's not approaching me. It's because he's got his own anxieties and his own fears around

this area, and how can I help him out to overcome that?" And to go actually, "He might want to approach me, but he might be with a group of mates and he might be worried that they can laugh at him. He might think, "Oh, she's with a friend. I don't want to interrupt her. She's probably having a night out with— like, that's a pretty nice guy there." He's being quite considerate, or "I don't want to be that creepy guy," or "I've seen this video on GMTV about harassment. I just don't want to participate in that." You know, that could honestly be the guy that's holding back from speaking to you.

- Hayley: [10:24](#) Which is why I think I like to go back to that idea of individual response and personal responsibility around, how do we all as people just not create this expectation that someone is going to come along and make our life great, how do we go along and do that for ourselves?
- Laura: [10:38](#) So the men that you coach, do you find they're asking for women to come up to them more or do they wish they did approach them?
- Hayley: [10:45](#) Generally the men I work with, and remember I run a female-led kind of brand that is one of our kind of unique things is that we work with women as well. So I think a guy who's chosen to work with us is probably definitely on the respecting women and of their dating market. They stay and laterally would be like, that'd be great and whenever I've done street surveys or polls on this men tend to actually be pretty open to it. Now, do you men want to be approached in the same way that women want to be approached? Maybe not, like I think guys often because it's just so unusual for them, for a woman ... If a woman walked up and were like, "Hey, sexy!" They'd be like, they'd just the honestly they think that someone was pulling a prank or they're being filmed for YouTube.
- Michael: [11:24](#) Yeah, filming a show or something like that.
- Hayley: [11:24](#) Exactly.
- Laura: [11:25](#) It's so unusual I suppose, for that to happen.
- Hayley: [11:28](#) Yeah. So what I've learned to teach, not because I don't think the women are capable of it or it's bad, but I just think for what works for where we are right now, today, is teaching women how to get the guy to begin the conversation with them. So the guy feels like he's completely done it. He's totally— well done him, but actually the women was creating the perfect

environment for him to be able to do that. And that I think is nice and I like the idea of things being co created and so that's what I like to teach women, most guys I work with would love to see what they say, that they see women all day, everyday who they'd love to speak to, but they honestly find that, how do you speak someone if you pass them in the street or you know you're in a coffee shop? You're going to feel like you're harassing someone. And I think most men actually, at least the ones I worked with, are very, very conscious of that and they don't want to be that guy. And because of that they try to find a way to then how can they communicate and connect with women outside of just using dating apps, if it works.

- Michael: [12:33](#) Nobody teaches guys or girls, those skills as a teenager, like it almost needs to be part of the curriculum-
- Laura: [12:39](#) Yeah, at school.
- Michael: [12:40](#) Here's a couple of dating expert classes because ... And so therefore you probably fear approaching anybody in case you say the wrong thing. What are you even going to say?
- Kate: [12:48](#) And the same way defining like harassment as well.
- Michael: [12:50](#) Yeah, the whole #MeToo thing.
- Kate: [12:50](#) That was like involved in education as you're growing up.
- Hayley: [12:54](#) I would love an educational class, definitely that covered harassment, concern, emotional abuse, healthy and not say healthy relationship styles. Also things like confidence and social skills. I think that alongside the other obvious big hits that we should have in there like money management, so if first then maybe this in the future when people are looking back at How to Build a Dating App podcast, they'd be like, "These guys called it," this was the way that the curriculum was always destined to go.
- Michael: [13:22](#) They teach sex education, but they don't teach any of the bit before that. It doesn't make sense really does it.
- Hayley: [13:29](#) Oh Gosh! I remember you used to hating the sex ed. Oh, how embarrassing that class.
- Michael: [13:35](#) I think, they sort of do it too early, they do it when you're like 10 or something.

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- Laura: [13:40](#) I think in primary school and then I remember the girls and the boys go into separate rooms. You almost kind of need to be together-
- Michael: [13:43](#) Together like a clinical thing that they're teaching and maybe that's a whole different podcast probably.
- Laura: [13:49](#) Yeah, that's another topic.
- Kate: [13:56](#) I did it in Ireland, so it was very much like "don't have sex". A very different perspective. We had to watch a video of a girl basically who had a baby at 15 and how awful her life was.
- Hayley: [14:01](#) Oh my God.
- Kate: [14:02](#) And that was it, and then it was about periods.
- Laura: [14:06](#) That's a big one. That's basically the girl's one isn't it.
- Kate: [14:06](#) Yeah the girl's one is just about periods.
- Laura: [14:08](#) This is the period, this is what happens.
- Michael: [14:12](#) That's like, is it in 'Mean Girls', where they're like "if you have sex you will die", that's the lesson they tell you.
- Kate: [14:16](#) A woman I remember, a neighbour who taught us, sex said it was maybe like two classes and we were in fourth year and I don't know what the equivalent is here for you guys, but fourth year in Ireland is secondary school, is called transition year? I don't know why.
- Kate: [14:32](#) So your first, a secondary school, you start at 12, whenever and years one, two, three. In third year you do the equivalent of your A levels here I guess, or what comes first.
- Michael: [14:41](#) GCSEs?
- Kate: [14:41](#) GCSEs.
- Michael: [14:42](#) Ours is year seven, eight and nine, and 10 is when you do your GCSEs, I guess.
- Laura: [14:46](#) Yeah.
- Kate: [14:47](#) So it's the equivalent basically and then in between that and the next two years of like more intense exams to get into university,

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you have transition here, which is where you basically do you random topics as classes, you community service and a few of the things. Lots of people skip it and move on. Anyway, I did do it. So we had two sex ed classes and the woman who taught it, she taught home-ec as well, so you'd be baking like rhubarb crumble and then straight into like menstruation and cycles and all sorts-

- Laura: [15:16](#) That's not the best sort of guide to that-
- Michael: [15:17](#) Combo.
- Kate: [15:18](#) It was bizarre but really interesting what you said earlier on how well, and it seems so simple as well, what women if we're just talking heterosexual relationships, what women might perceive as like, "Well he doesn't like me because he's not tried. Like I have a friend of a friend who basically is terrified to kiss a girl on a date because he's scared of the Me Too Movement." And he's actually said that literally as in like, "Well I don't want to like put my hand on her knee or a kiss or anything. It's like a third date because of Me Too."
- Michael: [15:46](#) Waiting for her to do it?
- Kate: [15:48](#) I don't know what he is waiting for. He's scared.
- Kate: [15:50](#) I mean, he just feels that way. He's a really smart and amazing guy and he would make a great boyfriend. But I know if I was on the receiving end of that I would just think "OK I'm not attractive enough".
- Hayley: [15:59](#) Right.
- Hayley: [16:00](#) So I think again we go when you're looking at, I would just advise everyone when they are looking at kind of dating, to think, "Okay what tools or messages have we been given to analyse these situations with?" So guys are now getting the message of I don't want to be a harasser. So often they are getting, you know this ones good ones are going to be a bit more cautious around things. Just the guys out there, it's fine to ask like it doesn't have to be an un-sexy thing or something you'd have to misjudge. You can say like, "I'd really like to kiss you now. Can I kiss you, now?" It's fine. You can say the sexy tone and then have space for her to say, "No," and then he'd be like, "Dammit! No worries. I've tried too early, I think-
- Michael: [16:41](#) And not be weird about it when she does say no.

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- Hayley: [16:43](#) Not be weird about it and to be relaxed that already help her to relax. But also for the women out there, remember how guys always see things through the lens of my performance wasn't good enough. You know, "I didn't do that. I didn't, the second act, I totally messed it up." Or, "I wasn't manly enough or attractive. I wasn't funny enough." That's how guys will see things. Women were always be, "I'm not attractive enough." And what does that say about how we've been conditioned and spoken to her about what's important to us as people?
- Michael: [17:11](#) Your website mentions that you're a brand ambassador for Match.com and I know you've mentioned that you were involved with a couple of other dating apps. What is your role with Match involve and how do you think Match.com compares to the other dating apps available right now?
- Hayley: [17:25](#) I would say first of all, match.com is massive. What they have is they've got a scale, so they've got a really big really active user base and I think that came from the being a very kind of first mover advantage, they really early into the online dating market. Because when you have a big user base, you can start to see loads of interesting things. You can really start to think about content. You can start to think about doing live events. You can start to think about how to keep people more engaged. You can kind of tier your user-base more, so they have a little verification thing for a romance badge for people who are definitely looking for relationships. I don't know how they've worked that out yet. I haven't been working with all that long, but it's an interesting thing that they're trying to do.
- Hayley: [18:10](#) So I can see as a platform, a lot of the problems with sort of that have come up with the online dating world that actively trying to solve it through adding additional features to their site. And actually some of their recent survey information that they got back, which was conducted as an independent survey, by the way, was are people looking at the dating world in a way that's a little bit more modern and liberal? I suppose the words I would use to describe it, that's how I know that DINK- double income, no kids, couples are on the rise and it apparently one, third of the people could be open to polyamory and I think one, an eight think monogamy is outdated.
- Hayley: [19:02](#) So it's quite interesting to look at least with that survey, what it's saying about trends in dating and then how they're trying to respond to that. And obviously my job is to come in and from my experience as a dating coach, try to add I guess to those stats, some perspective, some qualitative ideas around why that might be happening. I'm also starting, which I'm really excited

about, to do some live events. So I think they've really recognised the need for- plus have user base to- host events in major cities around the UK.

Hayley: [19:54](#) And what that is also giving is it's giving people an opportunity to meet one another in real life, to have additional fun things that they can do as a single person to try and build community. And for me personally and with my brand, something I'm really keen on, as you can probably tell it as building community, it's actually, this all becomes so much better when you have supportive friendships in this area, when you have other single people that you're going out. You know, if you have a good group of single people you're going out with these people, you can laugh with, you feel supported by or you're having some adventures, you'll feel able to meet lots of new people. You feel your boundaries are really good so you're not kind of too worried about someone taking advantage of you or anything like that. Then dating can be super, super Fun. It can literally be a great time in your life.

Hayley: [20:38](#) But I think building those tools and giving people community is a great way towards that. And I think much of looking at dating, coaching has actually a really interesting new thing that they want to explore, which obviously for me as a dating coach was really cool because I feel like, "Oh we're getting recognition." And I think it's also nice whenever I see obviously because I'm such a fan of meeting people in real life and the benefits that that can bring, dating apps and companies making a move towards looking at other ways, other things and services their platform can provide and other things that actually make up a kind of a composite picture of what makes someone's dating life really good.

Michael: [21:19](#) They're kind of increasing their offering for their members rather than just giving them the app.

Hayley: [21:23](#) Yeah.

Michael: [21:23](#) Opportunity to-

Hayley: [21:25](#) Totally. So they're really keen on adding value, I think, or doing something that's good for their members, which I think is that key way as well that I've spoken about it, I think as I said, because people can be very a little tunnel vision I think when it comes to dating and have this idea that there is one dating app platform, which is like the really good one. If they're not getting the experience they want on a dating app, they can be quick to just delete the app rather than look at how they're engaging

with it. And is there anything they can do differently. So definite trend that I'm noticing, whether it's with dating apps, is trying to improve user retention, I suppose through doing things that are helping people to improve. Whether that's Match thinking about doing dating coaching, some events there or whether it's about some companies doing things like they have photo, Tinder would tell you which they, which photos they think are performing best or there's other apps that are doing things that are trying to kind of increase the coaching element.

Hayley: [22:25](#) There's many apps beginning, we're actually, it's just a dating coaching platform. Where you have multiple dating coaches on hand at any one given time to be able to answer your questions. And I've been approached by quite a few companies like that. Of course we've current schedule that sounds like the worst thing ever to me. Like another whole chat inbox to answer but I can see kind of where they're going with it. They're recognising a need to try and solve that problem and try and help their customers to have a better experience of the platform, and get better results.

Michael: [22:55](#) Because I guess you can't just put hundreds of thousands of people on an app and not make some effort to try and educate them on how to get success while on there.

Hayley: [23:04](#) Right, and I've actually found, which should be quite heartening actually, most people I've spoken to in the dating industry, they're not entirely cold clinical numbers driven things at all. In fact, they generally have seen like they've had a real vested interest in their customer's happiness when it comes to the area of dating and educating them. I do think people want a platform which offers them something more.

Kate: [23:46](#) When we interviewed, John Kershaw the other week, he had said that he felt like there was much more of a movement that dating apps would now become more universal social media apps. So it'll be, there'll be the dating as the core offering of it, but it will offer additional features that allow people to engage on a more friendly basis and-

Hayley: [24:04](#) And that's why we've been seeing like Facebook doing a dating app. So it's not an app in itself, but a part of their platform which they increasingly confusing, which now serves dating.

Michael: [24:14](#) And there's a GQ article we read that they named Instagram as one at the top five dating apps.

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- Hayley: [24:21](#) I often get asked about how did you meet people on Instagram? So it's funny as well that we're seeing this light blend. I think it also this blend of social media and dating apps coming together.
- Kate: [24:31](#) Yeah, for sure.
- Laura: [24:32](#) We talked about the sort of trends in the data industry and how they kind of had a negative impact on society, sort of hookup culture, pickup artists. But is there anything that's actually positively influenced the society, do you think?
- Hayley: [24:45](#) I think there's tonnes of things that are positive. And I also think dating apps and dating coaching often reflects society, not the other way around. Obviously, it's a dialogue that exists. So even with hookup culture, I've got a kind of a bone to pick with this 'have dating apps ruined romance?' thing. Because I think if we dig a little bit down into that, the implication is that, because men now have access to all these women all times, they're no longer interested in just having commitment. And that actually I think doesn't really reflect at least the vast majority of men's reality. Not in terms of both their intention, but also they user experience, of using an app.
- Hayley: [25:27](#) Even I had another stat from another top dating company that said that even the John Travolta, the like top pick, the top guys have on the online dating world, even on a good day, they still only get 40% average response rate to their messages. And these are the studs, right? So your average guy out there, it's getting a 10 to 20% response rate, if that. Also most dating platforms, though not all, are male user heavy. So what this actually means in a practical reality is that loads of guys aren't going on the dating apps and swirling off this abundance of women. Most guys are actually sending out tonnes of messages, getting no responses or very few responses and feeling increasingly isolated, and frustrated by the whole process of it.
- Hayley: [26:18](#) I think the idea that women are just explicitly interested in relationships, is also kind of sexist. So I think in terms of positive stuff they built, I mean dating apps have definitely been instrumental in increasing interracial, and inter-social relationships because we no longer meeting people just through immediate social group. So because of that obviously social groups are mixing and you were able to meet people far outside who would normally meet, a lot of the time. I think it's very beneficial for people who are maybe time poor to use and to connect with people. I think sometimes randomisation with dating isn't all bad. You know, sometimes dating out of type, it can be quite positive.

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- Hayley: [27:02](#) With dating coaching, I think that the positive there is, I think actually there's a minority offenders that are really using marketing in a really terrible way and speaking about men and women in a way that's very sexist. I think actually most people are trying to provide a service which is necessary of actually making, we would think nothing of getting real business coaching, personal training is much more acceptable, very acceptable now, as I think the idea that you can get coaching around your love life isn't a bad thing because I think again, that's goes against it being mystical and makes it practical and achievable.
- Michael: [27:42](#) I like that John Travolta was your go-to reference for stud!
- Hayley: [27:45](#) I know. I just thought about Grease. "Hey Sandy!".
- Michael: [27:50](#) Not Channing Tatum or anyone like that, just John Travolta, 50-year-old John Travolta.
- Hayley: [27:54](#) I think it's because I saw an article with him. I know basically I don't know why I saw this in the paper this morning, but it is not his real hair.
- Michael: [28:01](#) He's bald now.
- Hayley: [28:03](#) He's bald now. This is literally- that's obviously shocked me to the core and stuck with me.
- Laura: [28:07](#) It is shocking!
- Hayley: [28:07](#) Yeah, it was a hair piece, OMG!
- Michael: [28:10](#) He's finally done it though because it did start to look obvious, he wouldn't give up.
- Kate: [28:13](#) I haven't seen a picture of him in like years, like-
- Michael: [28:16](#) His last few movies are like straight to DVD type things, but his hair just looked weird and all of them cause you could tell it was just like different hair pieces.
- Laura: [28:22](#) It's not quite right, doesn't quite fit.
- Michael: [28:24](#) So on Instagram, a couple of months ago he just revealed his bald head and everyone was like, "We're so proud of you John Travolta."

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Hayley: [28:33](#) There's going to be another niche a dating app in there as a bald dating, likes bald guys.

Michael: [28:37](#) We have spoken about that.

Kate: [28:38](#) That's something we came up with. We're looking at niches, we were like... bald?

Michael: [28:44](#) We trying to create a list of every niche that we can think of. You might be able to help us with this, but yeah, bald people was one, grey haired people-

Hayley: [28:48](#) You can say that.

Kate: [28:48](#) Trying to come up with names of that as well.

Hayley: [28:49](#) Silver Fox. Silver Fox Finder.

Michael: [28:49](#) And glistening vixen is-

Kate: [28:49](#) We looked up what is the female version of a Silver Fox, and it's glistening vixen.

Hayley: [28:54](#) Nice.

Michael: [28:54](#) Glistening is probably not the best.

Kate: [28:54](#) Did we come up with that?

Laura: [28:54](#) No, I Googled it. It just came up, and I was like, I just want to know what was female version is and that's what it was. I was like, glistening isn't quite the right word?

Kate: [29:07](#) That's amazing.

Michael: [29:08](#) It's not quite the same.

Laura: [29:08](#) Oily mess.

Michael: [29:12](#) It might have been an Urban Dictionary thing rather than the actual description. But-

Michael: [29:14](#) So you may have already kind of covered this, but you have discussed the masculine and feminine energy before. How does this affect the way people communicate when dating?

- Hayley: [29:23](#) I discussed this before, masculine and feminine energy in some of my YouTube videos, one of my coaching team is actually probably much more keen on it than I am. It is something that's talked about a lot, a lot, a lot with dating coaching. There's whole companies and brands that their whole philosophy and their teaching is based around these principles. I'm probably on the more like pragmatic end of the spectrum. And I think sometimes, again, that can be a bit ephemeral and I think when you give someone something, it's too ephemeral that can be hard for them to relate to and then they can just feel even more frustrated and disempowered. So if you can just say just you just need to be more masculine or you need to get into your feminine energy, people 'll be like, "Well that's great, but what is it?"
- Hayley: [30:03](#) You just need to be confident, like, "Great, but what is it? Or how do I access that?" That's actually something that most people find really difficult. So instead, what I like to do is break that down and look at what that means. I do think both for men and women, but particularly for women, instead of femininity are probably substitute that in with openness. So being open minded and that is a difficult thing to achieve actually if you are, as I said, you're not 18 anymore. You've had some dating experiences and cultivating that sense of here's some things that do make a difference. If you go into the dating world, whether it's downloading a dating app or whatever you choose to do and you go, "Oh, how better to get back on the dating apps." Then you know, obviously your initial mindset is really poor. If you spend all your time talking about the evils of dating apps and then continue to use them, that's probably going to be reflected in your user experience.
- Hayley: [30:59](#) So to cultivate a mindset of, "I know there's loads of good guys out there, there's plenty of single guys," and actually talking to yourself in a way that doesn't emphasise scarcity. A big message for women or as all you know, tick tock, time's running out, don't want to get left on the shelf. That is inevitably really stressful and I think that really pushes women to feel like they have to decide really fast, because they don't want to waste their time. That's a really big fear for women in dating. So again, getting away from that and thinking, look seriously, especially if I live in a highly developed country, whether it's like England or the South East, I'm never actually really going to run out of people that I can date, you know? So do I need to maybe look and be more open minded into who that person is?
- Hayley: [31:47](#) Do I need to take off only 'six foot over need apply', on my dating profile. Do I need to date outside of type? Do I need to

swap up my standard? Do you want to need to give the dating process longer before I make a decision whether to keep seeing this person or not? I think all of those things are quite valuable. I do think there's an art in letting things happen which is, "Okay, I'm actually going to see now. How much effort is he making set up that date? How much is he respecting my time?" And getting used to I think receiving attention, which I was think is quite feminine and Feminine Energy thing to do. And also another feminine energy thing to do is waiting to see what happens. It's not the planting of the seed, it's watching the soil and seeing what grows.

Hayley: [32:37](#) What that actually means for dating is, instead of trying to try and draw a conclusion too soon and spending loads of your emotional energy in that, how can you be more present? How can you allow things to develop and not need to decide whether this is your future partner or not within the first few dates, the first few months. When I talk about masculine, I often could substitute that word in for leading. So being okay to be more decision focused and directness and I do think that has generally speaking, heterosexual and dynamic at least a very positive impact on how the woman will receive attention, because actually ... And I know this is, we should be trying to break down these things. But I think it creates a validation for her there of your desire and you want her. And obviously there's a respectful non achy way of doing this and there's a really not so great way of doing this.

Hayley: [33:33](#) Also being okay to plan and organise actual real dates. I think a trend that we see with Gen Zedders is that they are very much of the let's hangout or I'm going out with some friends, do you want to come? And I think that actually takes away from that sense of a one on one connection, which I think is very important for dating.

Michael: [33:51](#) Is there a a worry with that that though that they'll get in the friend zone? Is the friend zone is still a thing?

Hayley: [33:57](#) The friend zone is still a thing, I mean there's a whole feminist, there's a whole argument around the friend zone that we can get into as well because as a kind of, there's many ways that I think, again, that's another term to kind of be cautious with. And also when we're talking about non heterosexual dating, I think all of us have masculine and feminine attributes within us regardless of our physical sex. And actually sometimes it's interesting, I had one of my coaching team, a male coaching team, he's straight, but he was approached by a gay guy and he said that the way the guy that he just had walked up to him to

actually said, "I'm just going to double check here that you're just interested in women." But he said it apparently in a really nice way and he was like, "No, I'm just a ..." he is like, "Okay, thanks for have a really lovely evening.

Hayley: [34:46](#) He had a very positive experience from that and he said it was because the guy was respectful, wasn't assuming anything, was checking out his boundaries, was keeping a nice distance and was also embodying, he said a very feminine energy. So I think that though, I don't like to talk in these kinds of energetic words, it's not really where my coaching stems from, I think there's ideas and there, whether it's do wine, is there a time where I need to be more direct and more decisive, more leading? Is there a time I need to be more open minded? And that's something that can be shared and at different times of the dating process, both men and women, we'll probably want to look at that as an experience.

Kate: [35:22](#) What do you think of the phrase, just be yourself. I know when I have been on dates previously people have told me, "Just be yourself," and I'm like ... And like you're talking about identifying maybe when you should be more a direction and this other way and that that essentially could take away from just be yourself. So what would your best advice be when it comes to that?

Hayley: [35:42](#) I think again, just be yourself is like, just be confident. Just be feminine, just be mas– it's like what does it mean and how do I do it? Like I think it's intended well but can often feel frustrating for people who are actually seeking more applicable advice. And you get it. If you're thinking, "Well, I'm actually been on a bunch of dates, I've tried to be myself and I haven't got the resp– that's obviously something's wrong here guys!". So can someone please tell me what I need to do? I think how I like to look at it, one of my favourite ideas is that when it talks about just being yourself is that we are not just one self, we are a committee of selves. We have different aspects of our personality that turn up depending on who we're with and what kind of social environment we're in and it also, it's to an extent I think unnatural to be totally unguarded and 100% your down to earth self when you're with someone that you just don't know all that well. I mean that can be really difficult, right?

Hayley: [36:39](#) So I think to accept, first of all actually I'm a complex person and I've got lots of different parts of me, there are a complex person too. So the person I meet today is their first date version of themselves, but obviously as we get to know them, then the picture is going to unblur or then the next piece of the puzzle

are going to come together. I'm going to really discover what else there is about. So I think it's, it's good at times to try and be authentic, it's good to an extent to try to fit, be open and to try and communicate. I think the only caveat I'd add to that is, you know what else? It's good to be authentic and totally communicate exactly what you're feeling and all that kind of stuff.

Hayley:

[37:20](#)

You get to that level with someone when you've already developed a relationship with them for some time to just straight up go to a total stranger and be like, "Here's my stuff." That actually you'd be jumping over several big developmental stages of trust there. So to me that feels like a kind of unnatural expectation and it also might create a sense of rapid intimacy with someone without actually having done the groundwork of really building that up. I also think when it comes to how much you communicate with someone and how open you are, obviously again, that's like a fader, right? In terms of if you have a very loose social or distant social relationship to someone you can't communicate, you communicate more sparingly if it's your best friend and you go right in there with a 10 minute, WhatsApp voice note.

Hayley:

[38:11](#)

And I think appreciating that and making your communication kind of at the same lines as the pace of the relationship. So a thing that I notice is maybe if people have come out of a marriage or very long term relationship, they might intuitively want to go into an early dating experience with that same level of intimacy that they've just come out of. And instead, I think that's something you have to build up really, really step by step. And also I think, before— here's a little bit of female dating advice: if your kind of a guy's been annoying you and you were in like the early dating stages and you're not kind of sure where he's at with stuff, you might really want to send what I call the epic long WhatsApp? Pointing out what he's doing wrong and discussing your feelings and all that kind of stuff.

Hayley:

[38:55](#)

But that just might not be appropriate for the length of social relationship that you've had because you're almost already coming at it, like this is maybe my future boyfriend, already serious relationship and he might not be seeing things in that way at all. And to be quite frank also for the ladies out there, top tip, take your time choosing who you're going to ... Think about having that commitment with, because the key is in the word commitment. It's actually quite a big deal. It means you can't meet anybody else and you're going to have to start looking after his dog on the weekends and all sorts of other stuff, so it's good not to kind of enter into this very kind of, I

think our old fashioned way of looking at dating, which is how do I know if he's looking for a serious relationship? Is he seeing me as girlfriend potential?

Hayley: [39:40](#) In that you're putting all the power in his hands and you're also assuming that he has a perfect plan for this. And most of the time guys do not have a plan. They're just literally going along with it and seeing what happens. So I think again, it's good to be authentic, it's good to try and communicate but bear in mind, the level of social relationship that you're at, take your time, don't rush into stuff and also give yourself a break that if you are a bit more mature, you might take a bit longer to trust someone or to open up to them. And you know the right people, because there only one person will give you that time to open up.

Kate: [40:19](#) What you're saying might be a good argument for dating apps versus traditional in the sense that you build a profile initially and it's maybe the best of yourself with those attributes that you think will attract the best person that you want. So you're already, you're not going into it and saying, "This is who I am," putting all your stuff on the table, you're filtering it out. So it's maybe creating stages that you would not ordinarily have if it was a traditional date?

Hayley: [40:45](#) I think there's other ways sort of traditional ways of dating also have little natural filters in them. So I think if you meet someone, and I think this is kind of neck and neck with online dating at the moment, but it's probably going to go second place. So meeting people via a social circle now, I think that can be helpful because he likely to have some shared values, or shared similar background, which is going to be really helpful in terms of those connection points for building a relationship. Also, if there's a shared social connection, the chances are that person cancelling on the day or treating you really badly are obviously down. Because they're going to have to face some social consequences. They're going to have a mutual friend there being like, "What the hell were you do ... Man?" Or woman.

Hayley: [41:27](#) Another nice thing I like to think about is if you find yourself constantly choosing the wrong people, it can be quite nice to get to know someone through, I know hobbies and interests sound lame, but I think they're really good. Like if you do a social dance or running club or something you basically turn up to maybe once or twice a week and you see the same people. Often, it gives you that time that even if the person wasn't initially the person you thought was like super hot, you can kind

of again, build that foundation of trust and friendship through doing something together that's quite low pressure. And then three months down the line you might discover, "Oh, I'm actually kind of ... This person's really nice. So I actually really get on with them." But it's given you more time to build up that recon.

Hayley: [42:09](#) I also think even if you meet someone completely cold in real life, like we see the pickup world would call it, the cold approach; where you are let out at a bar or a coffee shop or whatever. Now the fact that you both happen to be in that geographical area, you're both, that's the coffee shop or that's the bar you both chose to go to. Even that and also the fact that you both kind of onsite attracted to one another, there are even some factors there which can increase the sense of compatibility. So I think it's really interesting and I would say with dating apps, another thing to look at is a really good idea is as I think you kind of brought up to before was looking at how people communicate and behave with you. So making it less about do they look like a Greek god/ goddess. Are they in fact someone who messages me in a way that I find polite, they messaging me to the level that I like to be messaged.

Hayley: [43:02](#) Is communication quite easy with them? Those things are probably actually just as good indicators as hobbies, interests the person's profile and whether you think they're hot or not as the future success of a relationship.

Kate: [43:14](#) What are the challenges that we're facing in the dating world right now compared to what previous generations faced?

Hayley: [43:22](#) I think our challenges have completely flipped since the past, but not all in bad ways. I think when we say, "Oh, the back of the good old days," we forget a lot of problems that people faced and it was tolerable. This is one of my, like my favourite anecdote that one of my grandmothers told me. She said she was 15 years old and my Nan was bookish, very direct, very frank and the unattractive one or the plain one out of her sisters or her looks weren't the looks– popular looks at the time. And her dad came in and it would have been 1936 and she was reading a book. He snatched the book out of the hands, throw it against the wall and said, "Someone put a dress on her. We're not having any spinsters in the family."

Michael: [44:04](#) Pressure.

Hayley: [44:04](#) Yeah, exactly. So as much as we can think, "Oh, no one wants to commit any more." And it's like, "Oh, Where are all the real men

or well that's ..." Let us not forget that we are actually quite privileged I think is a very developed society to have choice as to who and when we choose to find a partner. And that actually not only in recent history in the UK, but also as his current stay in many other countries now, people don't experience that choice. And obviously they might have different cultural values and that might not be something that's seen as such an amazing thing as it is here. But I think that freedom and choice is actually very positive. We look at our grandmother's generation, there was probably— and grandfathers! Bit matriarchal here guys— there was a lot of pressure. There was an expectation, there was a definite ... I'm unmarried, I'm 32. If I had lived in my grandpa ... I would be so far on the shelf man, like I be gathering dust. And it would have been hard for me to then go on and actually find a partner.

Hayley:

[45:16](#)

We can also look at when it comes to how people are dating, they used to I think I said because their expectations of marriage used to be a little bit lower. They used to have more of an idea that you had to work on things or you just got on with it. And whilst that may be meant that people stayed married to people they weren't that compatible with, or in abusive, or unhappy relationships for a very long time. I think there's probably a midway ground between that and sort of chucking the towel in really quickly, which seems to be a very modern day dating trend. I also think because of there was an expectation there for the man to be the provider and the man to make all the first moves, agenda roles were much more clean cut. So now that's I think a lot more blurry because our economic situation has changed so much between men and women.

Hayley:

[46:09](#)

So alongside gender roles and our expectations, we also have far many different potential routes that relationships can go down and I think this is much more noticeable as well in high density population area. So I grew up in Cornwall, and no joke, if you went, you had a light heart held someone's hand or snuck them at the local nightclub and you met them for coffee, they were your boyfriend. That was it. It was though there was no unknown there, and I think that there was even more formal dating process. You know, back if we go to like the Jane Austen regency period, if you had any sort of economic well chaperoned walks a bull, then you're engaged, and you're married, like what the ... Now it's like completely opposite. I was having a joke with the people, I did a talk with last night about you'd be seeing someone for a year, you're at their house twice a week. You're having an intimate physical relationship. They're still not your partner. You know what I mean?

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- Hayley: [47:10](#) Suddenly there's this, there's this like anointing the relationship as a formal relationship has become a real thing and people are choosing different forms of relationship, "Oh, it's just someone I'm hooking up with or this is something, it's a friends with benefits or it just something I'm just seeing them," and there's like official boyfriend or girlfriend exclusively dating, dating, seeing, hanging out per cup. Well, there's a whole range of different, even just that first little bit before we even start to think about how the relationship is progressing, and I think that is very confusing for people because you now not only have to find somebody you're compatible with, but who has a similar relationship preference to you and sees how our relationship evolves in a similar way.
- Speaker 6: [47:58](#) Stay connected.
- Richard: [48:00](#) If you wanted to get in touch with any questions or feedback, you can find us on Facebook, Twitter, Instagram, and SoundCloud. Just search for 'How to Build a Dating App Podcast'. Thank you for listening.
- Michael: [48:14](#) Our interview with Hayley Quinn continues on the next episode.