

‘How To Build A Dating App’ Podcast – Episode 5 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 app of this scale that any of us have been involved with, and none of us have worked in the dating industry or are experts in dating.
- Kate: [00:38](#) So to help us really 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: [00:51](#) Hayley Quinn is a London-based dating expert and coach who has helped hundreds of thousands of men and women re-think their love lives. Her TedTalk has over one million views. Her YouTube channel is about to hit 100,000 subscribers, and she has appeared on The Apprentice, Celebs Go Dating, For Music, and Sky news as a dating expert.
- Michael: [01:09](#) Hayley, thanks very much for being here today.
- Hayley: [01:10](#) Oh, thanks very much for having me.
- Michael: [01:12](#) So you've been described as a dating expert, a dating coach, and a dating guru. How would you describe what you do, and what inspired you to take this career path?
- Hayley: [01:22](#) I know it sounds like the worst titled job ever, doesn't it, being a dating guru. What I would say about that is, surprisingly compared to what you would expect I do and what my job focus is on a day-to-day basis, are actually really different from that. I started out very much doing content writing and blogging for the dating industry. This is 10 years ago.
- Hayley: [01:42](#) I then moved on to doing coaching, but then that coaching grew as a business, and then that enabled me to start to do so many other different things in my brand, so I now work really actively consulting and advising dating apps, I work currently with match.com. I do lots of PR and funny media appearances whenever somebody wants somebody to talk about dating. I also run a live coaching practise with a team of coaches, so we

still go out there and teach men and women how to meet one another in real life, and I also have an online digital business where people can subscribe to my platforms or purchase online courses, which are all about e-learning for not just matching with people but how to actually go out there and develop the skills to be better at dating in real life. So it's very diverse.

Hayley:

[02:27](#)

It's very much a business and it usually, and I guess, what inspired me and drew me to do it in the beginning was it was completely by accident and by chance. I was actually kind of rubbish at dating at school. I remember that very vividly. And I just, I graduated in 2009 and studied English. I'd stumbled across this underground of blogging community of what people call Pick-up Artists, which are men who teach other men how to "seduce women". I always thought it was a bit evil and not so great. However, what was really interesting is these prototype dating gurus were really early adopters of lots of dating industry trends. You know, they're the first people running blogging sites, living like digital nomads, and so they were trying out this very modern way of running a business.

Hayley:

[03:19](#)

I got on board as a ghost writer. So, I was writing their blogs for them. So, I was a twenty-three year old woman pretending I was a forty-two year old man living in New York and through that I also got this, like, fascinating insight because I'd be going along to these pick-up artist seminars because, you know, I was the only woman in the room. Inevitably, sometimes guys would ask me questions and I probably had nothing of relevancy to share with them but it kind of pushed me to start to think about coaching. As that developed and I managed to gravitate to get some UK media attention because I was such an anomaly within that industry, I then eventually built up enough of a client base and I just decided, you know what? There are some negative aspects undoubtedly to the teachings in that industry, but I loved the idea that you could coach and you could train and you can look at social skills and personal development as something that is teachable and dating was no longer this, kind of, woo-woo, mystical thing where when it's the right one, they'll find you. And I wanted to take that approach and make it broader so it was applicable, not just for straight guys, but for all different kinds of men and women, that they could participate in.

Hayley:

[04:30](#)

So, I think now I'm more driven by the fact that I love the idea, this doesn't sound very sexy, of personal responsibility. Like, I love the idea that you can work to change something and that you can improve. So, and I love to give that to other people and to really look at some of the messages that we receive in the dating industry and kind of deconstruct them and hopefully

provide people with tools just so that they can meet more people, you know? I'm definitely probably one of the only dating coaches that says you don't need to be in a relationship. It's fine to be single and it's more actually about finding happiness. Within that, I'm not saying being single is a, kind of, lesser than thing. And I think that message, particularly in 2019, when we have more single people, more single households than ever before, is really connecting with people.

- Michael: [05:20](#) Because I guess a lot of dating coaching isn't just teaching you things to say to the opposite sex to try and woo them. It's actually like confidence building and confidence coaching. Is it more so that at the moment?
- Hayley: [05:32](#) I definitely take, when it comes to my coaching, a two pronged attack which is I do think that my coaching is super practical. That's because I think, well, it's nice to talk about blocks and your chakras, you know, maybe your feminine energy is off or something like that. I think what people love, especially actually women, is when you go, "hang on a minute, we can go out and we can actually meet people in real life. We can get guys or other women if that's what you're ... or both whatever you're interested in. We can get them to approach you and we can learn and develop this in a practical way" and that really puts me and my coaching team on the spot because we have to deliver a real life interactions to people. But, the irony of that is although we're teaching this in this very practical way, all of our exercises as a company are designed around building people's confidence and changing how they feel around dating.
- Hayley: [06:23](#) So, it's less about when we do, kind of like dating bootcamps. It's less about how many guys numbers did you get? It's more about actually, you know, you shouldn't feel like being single is this awful, destitute state or, you know, "Poor you have you met anyone yet?". It's like ditching all of those messages and going, "Actually, being single can be really fun. It's really empowering. I'm single by choice. I've got a new gang of awesome friends that are inspiring to me and really supportive" and it's that change of perspective and confidence building that gives the long-term change.
- Kate: [06:54](#) Can I ask you something about what you said at the very start and I might have, like, lost the line now. But you mentioned how when you got into it, it was at a time where people were writing and writing online. You've got the tech boom and all of that, and people migrating to be digital nomads and finding ways to make money online, basically and dating was a root for that. And it really rung true to me because I've never thought

about it like that. But, I have a friend whose older brother basically very unsavvy in the dating world, but he made a lot of money initially. He was a web developer and writer on, basically, collating all of the dating tips and tricks online and making these online books. And he made all this money off it and this is years ago. And it was ... now he actually writes content and does various other things but ... that was his root to make money and live anywhere and be working.

Kate: [07:45](#) So, I find it really interesting that you said that because that made me think of that. But, also that out of that came, like you said, you recognise a real authentic need for that you developed it into a career that is actually really helping people. So, can you talk a little bit more about that space and who was involved in it at that time?

Hayley: [08:01](#) Totally. I was always think it's really interesting as well to look at dating partly as a business, you know? Because a lot of the time, I mean as you can imagine as a dating coach, I get all sorts of weird and wonderful comments like, "You always go on lots of dates", "You're really good at dating". You know, like, there's a little bit more to it than that.

Hayley: [08:18](#) So, actually I think there was a few things you picked up on and one, there was definitely a necessity at that point in time. I think I graduated at a time where there wasn't, you know no matter how nice the university you went to was, there weren't really very many graduate jobs. We were in recession. I couldn't even get ... I was like such a loser ... I couldn't even get an interview anywhere. I didn't even make it to the first round to get knocked out. I was working all sorts of ... every job under the sun, but I had this passion for writing and what I discovered later was content creation. And I think I probably wasn't the only person who was a bit disenfranchised that time and also, as you said, looking to start to think about how can I use the internet to try to make some money.

Hayley: [09:01](#) I was very much driven at the beginning by wanting to write. But then I realised, oh my goodness, people were living in this way that I just found completely fascinating. I would definitely always identify as someone who likes to take quite a lot of risks. I like living quite a free way. I've had quite humble upbringing so the ideals that were around that of like, "Wow, I could just run a business from my laptop and I could, kind of, live all over the world" and how I lived with the pick-up artists, or I was one of them, back in the day was really strange.

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- Hayley: [09:33](#) First of all, we had these things where we all used to have a massive house share. So, no one could afford to live independently and it would just be a group of us and everybody had a laptop and we're all running our own businesses from it. We also used to sublet a room within the house to one of our coaching clients who basically paid most of the bills in exchange for us coaching him, creating probably the most awkward and worst living dynamic ever.
- Michael: [10:00](#) You had a house full of pick-up artists.
- Kate: [10:03](#) With one coach.
- Michael: [10:04](#) Helping him.
- Hayley: [10:04](#) With one guy and I was the female opinion on the team. But what I learned from that, and we were I think very much learning together and of course I'm still definitely learning as business person, is seeing people try to take something like coaching and then thinking about how you can scale that and how you can make that bigger. And some people have definitely been driven and the people that I've seen that have done very well, in at least my area of dating which is more coaching, consulting, life training, digital projects, content, are people who are very, very good digital marketers. So, they really understand things like how to effectively write a sales page, how to create a funnel for your products, what words and how do we target people? How do we create a brand that finds space? Because actually some areas of the dating/coaching market are really overcrowded and finding markets space is super hard. And then there was a lot of other people I think that were attracted to the industry because obviously the love to help people, they're really passionate about coaching, they've been on their own journey with it of personal improvement.
- Hayley: [11:07](#) And then, the lifestyle was, you know, there was a lot of attraction I think for particularly entering into the ...you know straight guys entering that industry of, "Oh wow. I could just travel around the world teaching other men how to meet women and well, this is great. It's like a 24/7 party". And a lot of it was because there wasn't ever enough client base in any one city to sustain this all year round because actually finding people who are prepared to pay for dating coaching, especially back then, was quite challenging. So, that created a seasonal drift.
- Hayley: [11:42](#) So, no one would live in any city full-time. They would spend their summers touring through Europe and getting people to fly

in to meet them there. Then they'd go to Latin America and Australia through the winter. So, it was really a lifestyle of living outside of a suitcase, but it was a lot like kind of being a hunter-gatherer or going where the business is and actually that led them to many other trends like they are all ... everyone nearly is into living in a more, not me unfortunately, a more minimalist way. So, you know, travelling and living out of a suitcase.

Hayley: [12:14](#) Earlier adopters of other trends, you know, everything from keto diet to movement body therapy, so they were really adopters of niche lifestyles and way of living. As well as being digital nomads in terms of how they were running their business, and I think how effectively they ran or are running the business aspect really was the point, which, kind of, separated this huge wave of men and now some women that have joined the dating industry as coaches and to who has managed to develop that into a brand and a business and all of the professionalism and systems and structure and unsexy stuff that has to come with that.

Kate: [12:54](#) How did you almost get into that though? How ... you mentioned that you came across the underground scene. How did that happen?

Hayley: [13:00](#) Again, it was completely by accident so I guess anybody who's not sure what they're doing with their lives or what they want to do with their careers, sometimes do happen really fortuitously. I was ... this is a typical story ... I was dating a guy. It was my first proper boyfriend that I was really in love with. He was quite a bit older than me when I was at university and he was a big fan of pick-up artist material. And material then was blog articles, it was those e-books, it was forums. Forums were massive.

Michael: [13:29](#) The book, "The Game". That was the big one.

Hayley: [13:30](#) The Game. Yeah, The Game kind of brought what was being taught properly since the 80's I think, by some guys in L.A. particularly Mystery and Ross Jeffries. They were, kind of, the early teachers of it. The book, "The Game" by Neil Strauss brought that term mainstream market and then all these forums appeared around it including like PUA Hate, you know. [inaudible 00:13:52] The acronym Pick-Up Artists. They developed their own language, which obviously has very misogynistic elements you could say, calling women as targets is not very cool. But also, I think that's a way that community is built, you know, and you start to actually have a sense of we are all in this together as individuals. So it was really a tiny little sub-

culture sprung up. My first serious boyfriend was a massive fan of that. That, in turn, massively upset and annoyed me and then I was at the tail end of that relationship, I don't know why it was like curiosity killed the cat thing, it was also early days for Twitter. And so, it was quite accessible to reach out to these pick-up artists via this social networking platform and begin a dialogue. And you know, one of them who is New York based, she said, "Oh you know, you're a writer, let me see your stuff." You know, obviously getting a little flirt in there.

Michael: [14:44](#)

Smooth, yeah.

Hayley: [14:46](#)

Smooth. That old chestnut.

Hayley: [14:48](#)

But actually, I thought I was actually quite an okay writer and my first blog that I wrote for him which was, funny enough, about Pride and Prejudice what we can learn from dating from that mash-up actually did really well. And so, I think because of that there was such a need to produce content that the word got around that I was a decent writer, could come with ideas, and I started writing for a lot of the different dating coaches based out in America.

Hayley: [15:14](#)

And then there was one awful point where this New York based guy said, "Come and check out my seminars in New York" and I thought this was going to be like the most glamorous trip ever and I was purely ... I was graduated, I was doing lots of odd jobs that hadn't really worked out well so I was doing in my life so it sounded exciting. Went to New York and it was not the Sex and the City episode that you would imagine. Like, the apartment was really bad that he lived in. His kitchen was a corner of one of the rooms and I was staying on the sofa bed that when you opened it up, it took up the whole width of the room. Plus, I was staying with a guy who was nearly twenty years older than me who was a self-anointed master pick-up artist. I had to enjoy him hitting on me intermittently and generally being the worst boss ever. So, I got myself in quite a few pickles.

Hayley: [16:02](#)

But, as I said, that did give me the early access to this very loose form of seminar teaching. They were a finding ways to market and to get groups of guys, often it could be rooms above pubs, it could be meeting in a particular street and it would be like street preaching to get these guys together to talk about their ideas around how to meet women. But it wasn't just that. It was ideas around society, around masculinity, around social skills and there was ... I just remember the first seminar I went to ... the rush of guys at the end wanting to talk to the guru that I was working for at the time and that need. But also being so

surprised that these guys weren't creepy and weird and many negative associations. They were actually pretty normal dudes who just, for one reason or another, in the modern world, hadn't found that they were meeting people.

- Hayley: [17:00](#) And I think this is where dating coaching has come in and is starting to fill a need alongside dating apps where society has changed and we're not meeting people in the way that our parents or our grandparents met one another. The old dating rules don't apply. We're radically off script and people are trying to find a way to connect in an age that actually feels increasingly disconnected.
- Kate: [17:21](#) I love it. At that time were you the only woman doing what you were doing or that you know of, maybe?
- Hayley: [17:26](#) There were two other women that I know of. One was based in America and I wrote most of her early e-books, so I was like, "Alright. Creating somebody else's dreams". But again, lots of these things like ability to write very quickly, I developed that through blogging. Also, one of my early jobs was working for a company called Online Dating University. There's some really bad, old videos of me on the internet that I can't get rid of so ... where I was paid like \$500 pounds a month which was like a tremendous amount of money to me at the time to produce twelve videos for their YouTube channel and had to out of that, pay the video editor and film and edit. So I just got really used to just, I was like, obviously I wanted to cut down on planning time for that and just do it really efficiently. So, I learned then to speak on the fly and to camera which has, subsequently, really helped me when I'm doing anything for my own YouTube channel to live TV.
- Michael: [18:17](#) Which is quite a scary thing for most people, I guess. Like, speaking on camera or mic like this.
- Hayley: [18:22](#) Yeah and I think what I learned from and an increasingly I'm actually now doing some coaching and some more business work or corporate work around things like public speaking, around how to deliver a presentation, around business skills because I've realised that I've got a funny education in how to build your own business because everything that happened with hayleyquinn.com and the work that I've done, it wasn't by design. Like, full respect to how to build a dating app by doing things by design. Like, I did things completely by accident and it's only really been in the past few years where I've, kind of, my ideas around things have crystallised and I've actually been running things somewhat more like a business rather than me

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just thinking, "Yeah, I'll go hang out with my pick-up friends and Belgrade. That'll be fun. I'll live there for the summer and just see what happens", you know. Luckily I'm not that person anymore.

- Hayley: [19:11](#) There was one other ... so interestingly there was one other woman. Her name was Marnie. She was US based. And then there was one woman who was based in the UK or is still based in the UK. But, interestingly, her ... what an early lesson I learned is her branding was very, very different from the branding I took. It was very ... her tag line is "The Bitch with the Heart" or something like that. And she had a very sexy brand. She did columns in Zoo.
- Michael: [19:38](#) Is this Kezia?
- Hayley: [19:39](#) Kezia. Yeah Noble. All those lad mags. And I looked at that and I kind of, I just at least at that point in time had some spark of realisation that if I was gonna be listened to and find my own market space, then I couldn't and I didn't want to go down that route. I wanted to create a brand that was different and had a unique voice. I think the two things in my industry which really are important, apart from being a good digital marketer or having some knowledge about that working well is, you have to be able to create content. Whether that's podcasts, blog content. You have to create that quickly, efficiently, and effectively and it has to have a unique voice. You know, if you tried to be a kind of rip off of somebody else, you just don't get anywhere. It's the people that have that unique perspective that find their market and find the people that want to work with them.
- Kate: [20:29](#) Nowadays, what are your work weeks looking like? What are you doing day to day?
- Hayley: [20:33](#) My work weeks are crazy.
- Michael: [20:35](#) You can tell by your Instagram. Like, you are out a lot of the day doing various things. It looks exhausting.
- Hayley: [20:42](#) Yeah. I, basically, a kind of business thing that I did not foresee is when you are the face of the brand, that unfortunately, ties you in to doing a lot of stuff. So, I mean, don't get wrong, I love what I do, but it's ... most people would imagine by the job title, Dating Coach, that you do a lot of dating coaching when realistically that's maybe, like, 5-10% of my week. The rest of the time, where do you find your customers from right? So, you

have to be doing things to generate those customers whether that's generating content, whether that's making sure your website is running, how effectively it's being, what's my traffic looking like, creating digital products and maintaining them, innumerable customer service issues that arise in that process.

Hayley: [21:30](#) Also, working with my team so it's also managing them effectively, delegating tasks, making sure we have quality control, we're all reading off the same hymn book, recruiting new people because the business is growing and we're kind of, lacking in some key areas. So, these all just classic, little baby, micro-business challenges that I'm going through plus I'm actively building the brand. So that involves lots of live talks and workshops both I do internally. I'm doing events with Match.com. I'm doing events with different private members clubs in London. So it's a huge live training event and all the organisation and infrastructure.

Hayley: [22:09](#) I also do lots of media things. So, in a typical week, I might go on live TV once. I might do a podcast. And it sounds really glamorous but actually it can be really, really tiring because you're trying to juggle running a start-up which is a job in itself plus this big client base. Maintaining them, keeping them happy, attracting your client base, not losing your market position. Plus, appearing as the face of the brand to do all these things and it's super awesome and I've gotta be so grateful that I've ... I feel like the business has reached something of a tipping point where it's not sort of, I'm no longer living in a flat-share with other pick-up artists with my laptop to try and to survive.

Hayley: [22:50](#) However, it's a lot, a lot of work and I think to look at it and to realise that all of those, anyone who's in the self-help industry or the dating app industry, the dating industry is a really big industry and there's ... for instance, I'm off the New York in a week or so to speak at dating industry conference over there. So I think it's also really interesting and probably one of the bits of my job I enjoy the most is working, consulting on these projects and having a real understanding of dating trends and how that is also effecting my customers.

Kate: [23:23](#) So, you kind of touched on this already but was there anything you thought the industry was lacking when you started your business or you think are still lacking now?

Hayley: [23:32](#) Luckily, for any new businesses out there, I definitely think there's still mega problems within the dating industry that reflect, actually, mega social changes that we're seeing that we

haven't caught up with I don't think yet properly as people. A few things that I wanted to do when I started my business.

Hayley: [23:47](#) First of all, I wanted, it was very important for me to make it a bit more egalitarian so I knew quite early on, probably because I actually had a really quite poor upbringing that I didn't want to be a coach that worked with five clients a year that all paid me like \$20,000 pounds or something and in a very elite way. I wanted to make something that was quite scalable and quite accessible no matter what you're income level is. I also knew that I wanted to work with men and women quite universally. That was very important to me because as much as I looked at what pick-up artists were teaching, there were bits of it, I didn't like some of the language being used. I didn't think it was helpful.

Hayley: [24:25](#) I looked at then women's dating and I thought it was just as bad if not worse. I thought the messages of companies like, "How to catch and keep a man". I was like "ugh". I felt as an intermittently single woman growing up in this era that that was actually a really patronising way to talk to woman and actually they might want something a little bit different. So, I recognised that need. Alongside that, I recognised the need properly to try and this is actually surprisingly hard within the dating industry, particularly as a woman, to not overly sexualize myself and my delivery of information. I was always really conscious that I wanted to be taken seriously as a coach and a speaker and actually fighting your way up when you're doing all of these talks above pubs or these, in this very male-oriented industry, and you're brought on as the female opinion, you have to push hard to be accepted and not ridiculed or in that space.

Hayley: [25:20](#) I also thought with how we're talking about dating there was kind of a shift of perspective that we could take on. I'm a huge believer that your outcome around something is really affected by the starting perspective you take into it. So, that became my big spearhead of something I wanted to do. I was like actually, some of the messages I think, in dating advice that men and women had been receiving, I think they were setting them up in a way that actually wasn't creating progress. Like, classic thing that men would be saying is just approach like a hundred women so you get used to the experience of rejection. And you're just like, wow, premise. It is horrible. And it's really well widely taught throughout the men dating/coaching industry. But the premise there is women are going to reject you, right? That's what's implied in that teaching when that actually doesn't have to be the case.

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- Hayley: [26:11](#) Likewise, when you look at women's dating messages, How to Catch and Keep a Man, it suggests that men do not want the same things as you and you have to do things or often times, not do things, in order to keep the relationship and I think all of this was actually just, I think, the language was bad and so unhealthy and not cool. But it's hard because I also understand that now as a business owner, to market dating and to market this, a lot of the time, because people's initial mindset is so stuck in they think the problem is where are all the good men. You have to kind of somehow find a mid-way zone where you, kind of, address what they think the problem is whilst bringing them closer to hopefully a space of seeing things more neutrally.
- Hayley: [26:56](#) And then, go look into the dating apps side of the market, I think that the problem that people are having ... dating apps are often having is reflective of these mindsets that people approach dating with are really deeply ingrained. Like, there's, you know, I said the amount of times I've been asked, "Where are all the good men?" or "what's, which dating app do all the good guys go on?" And you're like, "Well, that suggests there's a universal standard for what is a good man and that there's a consortium of them and they've all decided to go gravitate towards one platform. Like, the question isn't logical. But, what I think that means is a user experience is, of course, are people are using a product and not getting the experience they want which might be a relationship which probably has infinitesimal amount of intangible factors that are coming together as to whether that happens or not. Instead of people going, "Maybe I could improve myself". You know? They're probably gonna go, "This platform sucks. Delete". And so, I think that's the challenge is kind of keeping users retained, keeping them ... giving them what they want and people do want different things.
- Hayley: [28:00](#) I think some people like entertainment, some people want date suggestions, some people want to actually meet someone. But being sensitive to that, but also addressing the fact that I think often it's such a sensitive area for people's lives. If they have a negative personal experience, that can directly affect how they then relate to your brand.
- Kate: [28:21](#) Something that you brought up earlier, sorry I'm going off script again-
- Michael: [28:24](#) That's alright.

- Kate: [28:24](#) But something that you brought up earlier and I don't know if this is exactly what you meant but, how the dating industry or dating coaching was marketed to men and women, you know. For men it's one thing for women it's another and they both have negative connotations for sure. But, for women do you find that ... like I feel like there's a massive movement, obviously now, to really empower women and we're absolutely seeing that as a really positive thing. But, when it comes to actually dating ... so say for a woman finding a man or finding a woman or finding a partner, is that different? Like, can you empower a woman and then she will go forth and be like very confident in dating or are they separate? You know? I feel like personally I could feel like really empowered, for instance, in work in various techniques or interactions I have. But then when it comes to dating I might still feel very out of my depth and how do they work together?
- Hayley: [29:17](#) I think that's a really interesting point because I think that reflects actually how loads of women approach dating because obviously we see women in all other areas of their lives, you know, making loads of progress, running businesses, doing really well with their careers, education, all other forms of personal development.
- Hayley: [30:02](#) But, when it comes to our dating life, I still think, and I don't know if this is how we were socialised or the languaging around it but I would say that how women are spoken to is very much in this disempowering semi-mythical sense. Like, if I had a pound for every time my mum said, "When it's the right one, he'll find you". You know? It's like, so what do you think? And I actually, I did a survey with my women's customer base recently, and they said I just know, I'm gonna try and be practical - but I just know when it's the right time he'll find me. And I'm like, "Uhhhh...". So I think what we're addressing there is actually, I think we've broken down some of, not all, but some of the points of how women are able to feel proactive in other areas of their lives.
- Hayley: [30:13](#) But with dating in particular because it's due to the ... when talking heterosexual dating, you know masculine/feminine, blah blah blah, and we've been told very explicitly what our role is and I think also for women there's many subtle things like ... first of all, well, no, not even subtle, it's in our language. Are you a Mrs, a Ms., or a Miss? You know? Us guys get to be straight up Mr. You're a bachelor or you're a spinster. I think ... or it could be with how women are spoken to when it comes to dating the ... often they'll be like, "Oh, so, have you met anybody yet? Oh, I'm sorry." You know?

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- Hayley: [30:49](#) It's kind of, there's a thing there where somehow women's social value is still somewhat attached to a. Does she have a partner? And B. How much does her partner love and adore her? And I see women saying awful things like, "Of course. All the guys that I've always been interested in have been my boyfriends, they've always chased me right from the start". So, it's also, I think a really subtle way that women hold power over other women and actually can be very patronising.
- Hayley: [31:16](#) And I think the beginning of changing that and empowering women is the space is first of all to realise I said, to have crucial look at the language that we're using around it. And I actually think is that actually really ... is that representative? Is that serving us? And to get it out of this ... that's why I love to teach women sort of this, my go renegade particularly so practically, purely because I like to take it away from this thing where dating is an area of our lives that's completely outside of our control. I think that's a very bad message to have. I think it's healthy to think that we are not God and therefore, several things are always gonna be outside of our control. That we can't control other persons, we can't control if the train is delayed. You know? There's always gonna be that stuff.
- Hayley: [32:00](#) But that still leaves a huge amount of things that we can do as people and I am finding that my client base of women which who are typically twenty-five to forty-five, high achievers, university educated, usually in management or professional level careers, they are crying out for someone to give them an approach to dating that is a little bit more modern. That actually involves some skills because there's something awesome about going through a training programme and a training programme that develops other areas of your life.
- Hayley: [32:31](#) So, I teach them things like obviously from body language, how to get the guy to approach them, how they can also start a conversation. But also beyond that, how to uphold their personal boundaries, how to have higher standards for themselves, how to speak with confidence, you know. And a lot of that ... all those issues about, "Oh he seems to be disappearing or he's pulling away. What do I do?". You can actually re-spin that if you want and you go, "Hang on. Is this really how I'd like somebody to communicate with me? Is this what I would expect from someone? Is this person showing me respect?". You can flip all of those messages around and I think that flipping is what moves women to a position of feeling empowered in dating versus feeling that dating is something that happens to them. I think that's a lot of the times ... to be a little but ruder here ... even when we're talking about sexual

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relationships, I think the women's role is often seen as very passive and receiving and the man turns the woman on. Or, you know, he brings -

- Kate: [33:31](#) It's something you give to them that they want.
- Hayley: [33:34](#) Yeah.
- Kate: [33:34](#) And they'd rather-
- Hayley: [33:37](#) Yeah. So, I think all of that actually says that relationships aren't co-created. It's just, I didn't feel the spark or whilst a guy would leave a date and feel like, "oh, you know, I should have flirted with her a bit more, you know, after the second drink". So, guys will tend, and this is I know I'm talking very generically and I know that we're all people and we share loads of things in common, however, I would say typically what I would see is men after they have a dating experience will deconstruct it through a lens that's very practical. They'll be like, "What could have I improved? What could I have done better?" And that can be quite tough on the guys. Often they can be quite self-punishing and think everything is all their fault.
- Hayley: [34:13](#) Whilst women will tend to go, "I just wasn't feeling, you know, it just wasn't there". The spark and I actually think that's problematic because I think that means that there's a force beyond and outside ourselves at all times that's creating this effect upon us. Rather than thinking, "Is there a way I could be more open? Could I have changed what I said? Did I need to ... was I too stressed? Should I have not chosen that person to invest my time because I knew it was gonna lead to an experience that wasn't so great".
- Hayley: [34:42](#) So, that's what I love to teach women and I think actually there's a lot of power in that where you take it away from this, sort of, mythical dialogue and you go actually into practical what can I do as a person to create change.
- Michael: [34:54](#) Because people put a lot of emphasis on the whole, the spark thing, and there's probably people that don't go on a second date with somebody because they didn't feel the spark. Whereas actually if they had of, they might have found something, even if it wasn't an initial spark.
- Hayley: [35:07](#) Totally.
- Michael: [35:07](#) Sort of an old fashioned way of looking at it, I guess.

- Hayley: [35:09](#) Yeah. I think also that the notion of the spark and the one, I think that both is, again I'm using my favourite word of the day, problematic in terms of how we're looking at dating. What ... you can kind of see why loads of straight guys that I work with complain that women have unrealistic expectations of dating. But I think that's something that's being given to us through our culture. I think love has an amazing PR campaign around it which is like, "it is the best thing ever and just one day it's your golden ticket. Lucky you. You meet the one and everything is awesome" and it's just, you know, I just think that's so not how the real world works. And I think just a good example of that could be thinking about how
- Hayley: [35:50](#) you form friendships. I think there's a lot of times where you might meet someone, and you're not that fussed about them when you first meet them, or you think they're an idiot or whatever and then something happens, and you get to know them more and then you realise all these points of connection and qualities. I also think just naturally as we mature, and we are getting married way, way later than we did in the past, obviously like I remember my nan got ... one got married at twenty-one, no nineteen and the other one at like twenty-three or twenty-four so she was quite late to the party.
- Hayley: [36:24](#) I remember what I was like when I was that age and, of course, everything was a little bit more magical because I think it's normal as you mature to become more realistic and more pragmatic and you're developing those really adult tools in terms of how you engage with the world. So, I think to feel the way you felt when you met your first boyfriends on holiday in Mykonos or something versus someone you've met through a dating app, you know quite a detached way of meeting someone and expecting there immediately to be like birds singing in the trees, especially as a person who's grown up, who has had to deal with adult responsibilities, had some not so great experiences and just experience is unrealistic.
- Hayley: [37:05](#) So I think actually I'm kind of gonna side on the side of the guys here when they say, you know what ... because men will often think, "She didn't give it a chance. I didn't even get to show her what I was". You know? And often people are very nervous on first dates, and I think one of the funny things again about dating and meeting people is just the fact that we all wish that on that first date we could just, somehow, mystically tell if that person was the right person for us because our times is valuable, our energy is valuable. But, unfortunately, none of us are telepathic, and I think it takes time to get to know someone,

and I think that's something in the modern era we're keen to bypass or we wish it didn't.

- Hayley: [37:47](#) And, you know, that's why I think it can take six months, a year, to really feel like you're starting to actually get to know what a person's character is all about and that can lead to all sorts of things. It can lead to disappointment when you first idealise someone and think, "Wow. They're definitely the person I've been searching for" and then you actually get to know what they're all about after the initial romance of the first few dates or first few months has died down and suddenly you're like, "Oh my God, they've changed" and they haven't changed. You've got to know them better. So I think for people just being, I'm like, I know this is again unsexy language here but I'm a fan of people being a bit cautious, realistic, letting things develop slowly, and allowing people's qualities to show.
- Michael: [38:31](#) Because hopefully that would lead to something more long term than just dates. Just first date, second date, and that's it.
- Hayley: [38:38](#) Yeah, I think a really good thing to look at is to think about really simple, okay, how is a person behaving towards you? How do they treat you? How much priority are they giving you in their life? How willing and open are they to form a partnership? Not just with you but with anyone. I think sometimes people who can "perform" well on first dates come across well on the first few dates just because they can plan a good third date, just because they're kind of sexy or they're kind of charismatic, and they make you feel good about yourself, doesn't necessarily equate to those really longer term partnership qualities. So, I'm definitely a fan of giving people a chance and allowing that slow burn relationship to develop.
- Kate: [39:20](#) And understanding I guess is, as you know, the person looking for the spark or whatever criteria you want, that your standard doesn't have to be, you know, something that you're friends or whatever. It's your own that you created yourself. So you can get so wrapped up in comparing other relationships and other things and think, "Well, he doesn't or she doesn't fulfil that" yet not recognising what you actually really want out of it.
- Hayley: [39:44](#) Totally. And I think everybody roads to happiness and fulfilment are really different. Like, if I just talk really explicitly about myself, I know I'm like pretty guarded. I take quite a long time to get to know people. I'm quite slow to trust. I'm very methodical. I'm very practical which is probably very much coming through in the nature of this podcast. But to expect someone like, knowing myself and knowing that actually in

other areas in life and you think only woman listening to this thing about how are you interacting in the business world or in the social world. You know? Every one of us has unique personalities that we bring into the mix which have strengths and weaknesses but maybe it's wrong to expect that someone else's version of happiness or how they react to something or how they interpret something is going to be the same as you. You know, you're probably gonna actually be really different when it comes to that and there's nothing wrong about it.

Hayley: [40:30](#) And I think that also loops back to the other point about also developing supportive friendships because I think when you are single, one of the most critical things is feeling like you ... to enjoying it and finding pleasure and real worth in that time in your life is having those friendships in place where they don't feel comparative. It's not like, "Oh, but when I met Michael, I knew from day one". Oh shut up. No you didn't. And I think for people sometimes use that as leverage within social relationships and friendships to make people sometimes feel a bit bad or feel lesser than or they're not as attractive or as worthwhile and you've just really got to stick to your own thing about knowing yourself. Knowing how you approach situations and finding a way of dating that feels good for you.

Michael: [41:20](#) If you want to get in touch with any questions or feedback, you can find us on Facebook or Twitter, Instagram, and Soundcloud. Just search for 'How To Build A Dating App Podcast'. Thank you for listening.

Michael: [41:33](#) Our interview with Hayley Quinn continues on the next episode.