



Introduction

Hi, my name is Evan Marc Katz, online dating coach, and author of “I Can’t Believe I’m Buying This Book: A Commonsense Guide to Successful Internet Dating”. Thank you very much for downloading my free eBook.

Below are six articles that I’ve written to assist you in making the most of your online dating experience. I’ve tried to cover the most important issues – usernames, photos, profile, emails – all in a simple and entertaining how-to fashion.

I make no guarantees, but I would guess that if you take all of this advice to heart, you’re going to get much better results. Why? Because you dared to be different. You tried harder. You gave yourself a competitive advantage. Just by taking the time to read these fifteen pages.

If you want more assistance when you’re done, call me directly at 1-866-432-9726. My private clients see a magical jump in their success rate after only a few weeks of one-on-one personal coaching.

Happy reading.

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Table of Contents:

- 1) The Thirty Commandments – for Profiles, Photos, and Online Dating**
- 2) How Far Do You Expand Your Search?**
- 3) First Impressions – Coming Up With Great Usernames**
- 4) Teach a Man to Fish – 10 Profile Writing Tips**
- 5) Knock ‘Em Dead – Write Introductory Emails That Get Responses**
- 6) Staying Sane in the Online Game – Answers to the Three Biggest Questions You’ll Face**

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The Ten Commandments of Profile Writing

1. Thou shalt not say “I love to laugh”, “I can’t believe I’m doing this”, or “I’m equally comfortable in a T-Shirt and jeans as a little black dress”. (**Cliché police. You’re under arrest.**)
2. Thou shalt not badmouth fellow online daters, exes, or the dating site itself. (**Does anyone actually respond to negativity?**)
3. Thou shalt not lie about one’s height, weight, age, income or propensity for humor. (**Yes, you’re tall, thin, young and funny. Of course, so is everyone on here.**)
4. Thou shalt not write a list of adjectives that can be written by anybody. (**You’re nice, honest, athletic and down-to-earth? Wow, me, too!**)
5. Thou shalt not write a list of activities that can be written by anybody. (**Pretty much everyone likes movies, music and travel, don’t they?**)
6. Thou shalt not mention either your physical characteristics or those of the person you wish to meet. (**It’s getting a little crowded in the shallow end of the pool.**)
7. Thou shalt not spell “a lot” as one word, “definitely” with an “a”, or “you’re” without an apostrophe. (**Sure, some people can’t spell. And some people should have been left back, too.**)
8. Thou shalt not try to hide your email address in your profile essays. (**It’s the same as Thou shalt not steal, actually.**)
9. Thou shalt not show off by listing your Ivy League school, impressive salary, or subjective evaluations of your own beauty or intelligence. (**Sorry, I can’t hear you over your screaming ego...**)
10. Thou shalt not write less than fifty words to explain why you’re more than just a face on a website. (**The only people who think that profiles don’t matter are the ones who put no effort into them.**)

The Ten Commandments of Posting Photos

- 1) Thou shalt not post a photo taken more than 2 years or 20 lbs ago.
- 2) Thou shalt not post a photo of you with your arm draped around your ex.
- 3) Thou shalt not post a photo taken in a three-minute photo booth

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- 4) Thou shalt not post a photo with someone's face blacked out or someone's body cut out of the picture.
- 5) Thou shalt not post a photo where you are not smiling.
- 6) Thou shalt not post a photo where all of your friends are more attractive than you.
- 7) Thou shalt not post a group photo where a casual viewer can't figure out which person you are.
- 8) Thou shalt not post a photo taken by a webcam.
- 9) Thou shalt not post a photo that shows too much skin.
- 10) Thou shalt not post a photo of Angelina Jolie or Brad Pitt.

The Ten Commandments of Online Dating

1. Thou shalt not write generic "Hey, you look cute, check out my profile" emails.
2. Thou shalt not set narrow arbitrary search criteria that cuts off amazing people a year too old or an inch too short for your tastes.
3. Thou shalt not go on a date if you're still hurt and reeling from your last breakup.
4. Thou shalt not go on a date with someone you've never spoken to on the phone.
5. Thou shalt not write anything hurtful to someone who isn't interested in you.
6. Thou shalt not compose really, really long-emails that attempt to explain why you're perfect for someone that you haven't even met.
7. Thou shalt not talk about your other dates either on the phone or in person
8. Thou shalt not steal ideas, sentences or whole paragraphs from others' profiles.
9. Thou shalt not go on a coffee date if you want the option of making out at the end of the night.
10. Thou shalt not give up.

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How Far Do You Expand Your Search?

Very true, very embarrassing story.

So I'm tooling around JDate, because that's the kind of thing I do late at night. I was going to New York for four days over Christmas, so I decided to write to five women over there, on the off-chance that I can line up drinks or something. I aim high but play it safe – offering up a long distance compliment, as opposed to laying on a thick cheesy pick-up line from LA. It works. 4 out of 5 write back. I meet two of them. I fall for one of them. Hard. "Betsy" and I talked daily by phone for two months, before I flew back to NYC for a four-day "second date", essentially to feel out if we were gonna try and make the long-distance thing work. While it went well, it wasn't perfect or magic or anything worth flying back and forth to cultivate. So Betsy and I parted with a good story, no lesson learned and we amicably stayed in touch.

A year later, I'm still single and wasting more time on JDate looking at women that I'll never meet in New York. Cause that's a real productive use of my evenings. I wasn't planning on writing to anybody, but one woman caught my eye. Bright, sexy, deep, just different than all the rest. I don't know what I expected, and it was a longshot, but what the hell. I wrote her a two line note:

Subject: gonna keep it short, gonna keep it sweet

It's probably for the best that you live 3000 miles away. You and I would make big trouble together.

Evan

Her response, paraphrased:

Subject: you have a thing for curly haired girls in NYC...

You traveled very far to visit a friend of mine once not too long ago. Perhaps she told you of her best friends? I am the one you did not meet. Ringing any bells, sunshine? ;)

I tried to laugh it off as remarkable coincidence (which it was) but there was nothing to do, no way to salvage the operation. Even though I was incredibly selective, I got busted for being a player. Que sera, sera. The point of this story isn't how lame I am, though you can come to your own conclusions. It was really just a fun way of introducing an important concept – expanding your search beyond your normal comfort zone.

Despite the above, I'm not a big proponent of doing the long distance thing. It's hard enough to make long-distance work when you've been together for a year, much less to

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start. Unless you live in a really sparsely populated area, you're much better off expanding your search within 25-50 miles of your home.

So if I don't mean geographically expanding, what DO I mean? I mean that, in the interest of realism and egalitarianism, you shouldn't have such hard and fast rules when it comes to meeting a stranger. We've already established that this isn't a normal, traditional way of meeting people, so why lock yourself in with a self-fulfilling prophesy? Saying, "I'm not going to settle" is one thing. Refusing to meet someone a year older or an inch shorter than your "limit"? Absurd.

Case in point. I met one girlfriend in "real life". She was 38. Was that my desired age? No. Would I have met her online? No way. She'd be outside my search parameters. That means that because of a pair of arbitrary round numbers (in this case, 25-35), I might have missed out on falling in love with a great woman. THAT's what I mean about expanding your search.

Unless you're checking "all" or "any" for each category, whatever you're doing right now is probably too narrow. Is it a deal-breaker? Are you physically incapable of dating someone who doesn't have a college degree? Or someone who isn't the exact Christian denomination that you are? If so, by all means, keep doing what you're doing. My guess is that, if you fall in love online, it'll be well worth the extra minutes you've spent browsing through more profiles.

So push the limits of what seems appropriate. Go as far as you can go until it feels genuinely uncomfortable. No, you shouldn't have to date a man four inches shorter than you if you're 5'6". But if you're 5'1" and you're giving a 5'8" guy a hard time? Get over it. Same with men and ages. Jeez. You'd think that dating that girl you had a crush on in high school would be a good thing. Nope. She's your age – which apparently, is too old for you.

Final task: Ask yourself if Mr./Ms. Right were right in front of you, and you're both wildly attracted and stimulated; would you honestly cast that person out of your life because of a few pounds, inches, years or miles? If so, that's fine. Just don't complain when you can't find anybody suitable. Everyone's already been eliminated on a technicality.

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First Impressions – Coming up with Great Usernames

My usernames have included nyfunnyguy, mysterE, LuckAndTiming, and, for a brief moment after I cut my flowing locks, LookMaNoHair. Once, on a lark, I called myself NobodyPutsBaby, just to see how many Dirty Dancing fans wrote back “in the corner!”. The point is that very few people take the time to come up with anything creative. The few who do stand out. Why not be one of those people?

Things like usernames and headlines are a thorn in the side of a lot of online daters. I mean, no one really cares about this stuff, do they? For the most part, the answer is no. Unless it's egregiously bad or - more rarely - exceptionally good. A good username can actually start a conversation - I started talking with a BePatientImBlond for that very reason. I've assisted other clients (who shall remain user-nameless), and have not only gotten them great feedback on their profiles, but kudos on their usernames as well.

As I've counseled regarding profiles and photos, browse through a few dozen pages of members and count how many usernames stand out. Ask yourself why. Generally, it's because there's no thought or creativity employed in choosing one. I'm asking you to go the extra mile and do both. Choose a subject that's dear to you. Doesn't have to say everything about you, or really anything about you. Just something fun. Spin it around in your head, hold it up to the light from different angles. Sooner or later, something is going to pop. That something is going to be your username. The best ones are usually double entendres or plays on words; taking the familiar and making it different. Like mysterE, for example. Whatever you suggest, there is a punny, if not funny, answer.

Bowling? LuckyStrike.
Dancing? Two2Tango.
City planning? UrbanMiff.

Oh, come on! Of course you're going to write to UrbanMiff! Hell, I think I'm gonna use that name myself.

Usernames are surprisingly important, not because they're dealbreakers, but because they're literally your IDENTITY on a website. And why would anyone want to be TopekaTim when he can be JayhawksRock?

I've come up with punny headlines for clients who were car experts, wine snobs, animal lovers, yoga teachers, lawyers and everything else under the sun. I won't give their names away here, but rest assured, they don't sound like everybody else out there.

Headlines aren't on every site, but, like the very boldface type that makes you pick up a tabloid when you're standing on the grocery checkout line, they do have an impact on your decision to look within. All things remaining equal, if the photo is average, are you telling me that you're NOT going to look at someone who made you laugh using just one

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line? To the shallow end of the pool you go! The rest of us are gonna brainstorm some headlines over here.

Remember, your job is to be appealing to those who get the joke but not unappealing to those who don't get it. If Star Wars-insider references are your thing and you're casting for the part of your geek-lover, go out on a limb. Return of the Judy is probably more effective than The Evil-Ex Strikes Back.

Keeping it light is always better than going heavy. Saying something meaningless is more effective than plumbing the depths of your soul. Using an adjective should, frankly, get you kicked off of the site. Unless you're doing it as a joke, like my personal favorite headline: "Funny guy with killer body and money to burn seeks woman who doesn't believe everything she reads." It works only because so many people say it seriously, "Down to earth man with good job seeks cool girl for love and laughter." Get me a bucket. I'm gonna vomit. Better to stay away from who you are, away from what you're looking for. If they want to know that, they can read your brilliant essays. Better to say something goofy in your headline like "Order Now While Supplies Last!" which can elicit a smile and a deeper peek into your profile.

The most ingenious use of headlines is to tie them to your punny username. For example, if the wine snob is called WineNot, it may be fun to make his headline read "94 Parker rated...Bold, dry, with a hint of blackberry." It's certainly more fun than "Looking for my partner in crime", right?

Do headlines matter? I don't know. But why not add a witty headline to the list of ways in which someone can be impressed by you?

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Teach a Man to Fish – 10 Profile Writing Tips

“Give a man a fish; you have fed him for today. Teach a man to fish; and you have fed him for a lifetime”—Author unknown

Should you pay your hard-earned money to get assistance writing the most personal of statements – the online dating profile essays? As the CEO of E-Cyrano, it’s not my place to say, but rather to give you the tools to make your own decision.

Below are The Top Ten Ways to Improve Your Profile. If you read this and feel moved to make some changes to your profile, hurry up and do it while you’re still inspired. Think that it’s way too much stuff to consider? Then read to the end and find out how we can help you...

1) You’re writing for an audience. Don’t forget it. – Ever hear of T.M.I.? Too Much Information? Just because you think of something doesn’t mean you should say it here. Want to date a hottie and nothing but a hottie? Don’t say it, just do it. Leading with your superficial side has never helped anyone.

2) Adjectives mean nothing. Anyone can write a similar list: nice, smart, kind, warm, funny, honest, successful, ambitious, family-oriented. If I can write that, and you can write that, and your mom can write that, how are we any different? Turn those adjectives into anecdotes and your profile may actually sound different than every other well-intentioned adjective writer out there.

3) Activities mean nothing, too. You might think you’re writing something specific when you list your interests: “hiking, biking, movies, music, travel,” but really – don’t most people dig this stuff, too? If you’re going to mention something, make it as specific as possible. Where do you hike? What’s your favorite movie? What’s the city you’re just dying to visit one day?

4) Ask yourself: “Can anybody else say the same exact thing?” You want a person who is honest? You like to laugh? You’re done playing games? Join the crowd. Better yet, come up with a more creative way to express these same sentiments.

5) Leave the clichés to everyone else. Listen, I think it’s cool that you “work hard and play hard”, are “equally comfortable in a little black dress and a pair of jeans”, and “are looking for your best friend and partner in crime”, but so is the next person on my search list. And the next person. And the next...

6) Watch the bragging. You can talk about yourself at great length without sounding like you’re showing off, but it’s a fine line. Avoid subjective evaluations such as “I’m very attractive/intelligent/funny” and focus on illustrating the same points. Your picture

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will let me know that you're attractive. Your grammar and diction will indicate that you're intelligent. Your humor will come across in your essays. Show us, don't tell us.

7) *Nobody responds to negativity.* If you're depressed, fed-up, lonely, frustrated, or just out of a relationship, you may want to wait until you're in a better place before you date online. If you can stay upbeat and have fun writing your profile, people are likely to have fun reading it.

8) *Don't define yourself by what you don't want.* So you've dated enough people to determine that you don't want someone who's a liar, who is grossly overweight, or who is chronically unemployed. Congratulations. Turn those negatives into positives or just leave 'em out. People shouldn't feel personally indicted by your essays.

9) *One word: spell-check.* Write your profile on a Word document, spell-check it, then cut and paste it onto the site. Note: a lot is two words, definitely doesn't have an "a", and you're is a contraction meaning "you are".

10) *For the love of God, tell the truth.* If you don't, you're destroying any future trust you may have tried to build up, and you're giving all the honest online daters a bad name.

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Knock 'Em Dead - Write Introductory Emails That Get Responses – originally written for Yahoo! Personals.

Of all the things that clients (especially men) ask me to help them with, the most common query involves assistance with writing introductory emails. And while I never write emails for others, the request makes perfect sense. After all, most people's profiles don't exactly give you a ton of material to work with, do they? So how do you cobble together something from a pile of nothing? Well, you can start by remembering these three basic rules:

1. If someone else can say it, don't say it. It's not that "You've got a great smile, let's go out sometime" is a bad opener. It's just so ... easy. And easy equals common. Ask yourself if what you're writing sounds completely original. If not, the person you're contacting probably has 10 emails just like yours sitting on the computer screen.

2. Cut to the chase. Don't waste time with a whole bunch of text that doesn't tell the recipient anything new. Consider a message like this:

Dear JB,

I read your profile and thought it was really amazing. Plus, you're really cute. So please look at my profile and if you like what I had to say, write back to me when you get a chance.

Yours,

Evan

Every line of this message can be thrown out. Why? Because anyone whom you contact knows by virtue of you writing to them that a) you liked their profile, b) you liked their photo and c) you'd like a reply. So why say any of it? Better to come up with a fun, unique angle.

3. Be flirty. Be confident. Be different. Keep in mind that YOU are the commodity here. Even though you're writing to someone out of the blue, do so with the belief that this person would be lucky to have you. If you're too complimentary in that initial email, you can come off as desperate and needy. So don't go overboard. Say a couple of funny, coy lines and get out. Your profile ultimately does the selling; your email just has to pique their interest.

Still, the question remains: how do you say something original and flirty? That, my friends, is what separates the most successful online daters from the rest of the pack.

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Here are three steps to set you on the right path. In this case, I've written them for men replying to women, but the steps are applicable to everyone:

Step 1: Read her profile closely. Every word of it. Remember, that's why she wrote it – because she wants you to get to know her, not because she wants to be told for the umpteenth time that she's hot. Men who treat women as unique and interesting individuals stand a much greater shot of receiving a response.

The thing is, even if she's interesting, she most likely wrote a whole bunch of clichés in her profile: “I'm nice, smart, kind, warm, funny, honest and family-oriented. I like hiking, biking, movies, music, travel. I'm looking for my best friend, lover and partner in crime for a lifetime of love and laughter.” (Scary how easy it is to approximate the typical online dating profile, isn't it?) Obviously, there's not much to respond to here. Even a specific response like “I noticed you enjoy biking. What trail do you ride on?” is kind of bland, although it is sincere. So let's think outside the box, shall we?

Step 2: Find the most interesting tidbit in her entire profile. NOT the thing you like the most, NOT the thing you find most attractive, NOT the thing you have in common. The most interesting tidbit in her profile is the thing that sounds like it couldn't have been written by anybody else in the world. It might be how she hates pigeons. It might be how she was once a foot model. It might be how she doesn't know how to program her TiVo. Whatever it is, take her quirky tidbit and turn it into your pickup line.

Step 3: Write something that's not true. Yes, you heard me correctly. The most effective way to catch someone's attention in an initial email is with fiction. Why? Because the truth, as we've established, is boring.

Yes, you think she's attractive.

Yes, you think her profile is entertaining.

Yes, you think it's cool that she also likes Robert DeNiro movies and skiing in Vail.

But does any of that sound like a good pickup line to you? Not really. Dig deeper.

Step 4: Take her factoid and apply it to yourself in a fictional fashion. The sillier and more over-the-top your email, the funnier it'll be. A good joke doesn't require an explanation – it's obviously a joke. For example, if you're writing to the foot model, you might say:

Once upon a time, I was a knee model. Great money, tons of fame, you know the deal ... Then I skinned my knee when rollerblading. I never modeled again.

Let's drink to our fashion careers,

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Evan

Sure, it's a little goofy, but people actually respond to this stuff. Why? Because it's different, it's audacious and, in a strange way, it's kind of smart. Most importantly, it's confident. It's not an idle compliment or a generic, "Ooh, look what we have in common" line. It's a joke and, as we all know, people like people who make them laugh.

Wanna try again? Let's take the TiVo woman.

Start your comment in the subject heading of the email, like this...

TiVo for Dummies

I can fix your computer, landscape your backyard and probably even hotwire your car, but, for some reason, TiVo programming seems to elude me as well. So if you're interested in watching the entire season of "When Animals Attack"... in Spanish ... with subtitles ... I'm definitely your guy.

Talk to you soon,

Evan

If these kinds of emails don't work for you, no problem. Humor is subjective. Just keep in mind that the confidence it takes to write an email like that is compelling. Playing it safe is fine, but if an attractive person has dozens, if not hundreds, of options, you need to shake things up a little bit to break through the clutter.

Now what are you gonna say to that pigeon-hater?

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Staying Sane in the Online Game – Answers to the Three Biggest Questions You’ll Face – originally written for Match.com’s Happen Magazine.

*God grant me the serenity to accept the things I cannot change;
courage to change the things I can; and wisdom to know the difference.*

To start, let’s establish a few immutable rules about the world of online dating:

- A) You can’t change anything about online dating sites.
- B) You can’t change anything about the people who date online.

Are we agreed on those? Good. Now let’s add one final decree:

- C) You can only change your actions and reactions to the things you can’t change.

It may be known as the serenity prayer, but for our purposes, let’s just call it “perspective”. And, in my experience as an online dating coach, this lack of perspective is a killer. It’s often the main thing that drives people away from the very place that could change their lives.

It’s a fact: online dating can be a force of good in the world. The trick is in learning to accept what’s wrong and avoid the bad. Learn to accept the answers to these three questions and I promise you’ll enjoy this process a whole lot more.

Why does this take so much TIME?

Ever hear the saying, “Nobody ever dies saying he wished he worked more”? We can pretty much all agree with that one, right? So if that’s the case, why are we inclined to spend infinite amounts of energy pursuing our careers, but very little compared to our love lives? When you’re unemployed, you’ll do everything in your power to procure a great job. But when you’re single, you’ll say things like, “It’ll happen when it happens”, or “I just want to meet someone naturally”. Remember, the reason we all came here was to increase our opportunity to fall in love. And that opportunity is there daily, with a 15 million person database and thousands of new people signing up each month. So why give up after a couple of months?

One more thing – ask yourself how many times you’ve fallen in love in “real life”. Twice? Three times? The point is, it’s rare. Now is there any reason to think it would happen faster now that you’re dating online? Of course not. Take your time. Recognize that this is a process, like job-hunting or losing weight. And most importantly, stick around for the long haul. People who quit only end up right back where they started – single and wondering why they can’t meet anybody new.

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Why do so many of the “wrong” people contact me? Doesn’t anyone read my profile?

You walk into a singles bar, blindfolded. You approach a stranger. What are the odds that you end up talking to your future spouse? Pretty darned slim, right? Of course, the bar patrons are very same people who are also dating online. So if you’re only attracted to 15% of the people you meet in “real life”, why would that percentage be any higher online? Don’t get too bent out of shape when you receive winks or emails from people that don’t interest you. It’s normal. It’s others’ right to take a shot at meeting you and it’s your right to politely decline. There’s a misconception that online dating is about narrowing your options so that only a handful of the “proper” suitors email you. Uh uh. It’s about constructing a profile that is appealing to everybody. It’s about painting a picture of yourself that is irresistible to anyone between 20-70 within 100 miles. While the volume might be hard to handle, keep in mind that the more options you have, the more likely you are to have the RIGHT person contacting you.

Why do are so many people who date online such “players”? I’m looking to get serious.

A recent online dating study indicated that 75% of the people dating online were looking for a long-term relationship. So either a lot of people were lying or there are a lot of people who THINK that most other people are players. I vote for the latter.

This is not to say that, due to the sheer volume of choice, it doesn’t become significantly trickier to focus on one person. Faced with infinite options, dating online takes on a whole new dimension, just as it’s harder to order one dish from a massive menu. But it’s important to emphasize that the majority of online daters are not interested in dating for sport. They are here, just like you, for the right reasons, and are just as daunted and confused as you are. No doubt that it’s easier to tell yourself that the person who opted not to go out with you for a second time is just not ready to get serious. But more likely than not, however, that person didn’t see your date as the start of a long-term relationship, either due to chemistry or timing. And since both of those things have to be there in order to have a future, there’s no point in lamenting about “players”. Good people have choices, good people read their emails after dates, and good people have trouble narrowing down their options. Forgive them - and trust that when it’s right, you’ll both know how to proceed.

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Conclusion and Resources

Thank you once again for taking the time to download and read this free eBook.

Please utilize the below links in order to apply your knowledge:

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[Sign up for Evan's Free Monthly Newsletter](#)

[Get a Copy of "I Can't Believe I'm Buying This Book: A Commonsense Guide to Successful Internet Dating"](#)

[Test Your Knowledge with a 15 Question Online Dating Quiz](#)

[Get a Profile Makeover at E-Cyrano.com](#)

[Get a Photo Session at LookBetterOnline.com](#)

[Work One on One with Evan Marc Katz](#)

Remember, the definition of insanity is doing the same thing over and over again and expecting different results. So don't be insane. Try something different. And, please, let me know how it all goes.

Warmest wishes,

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