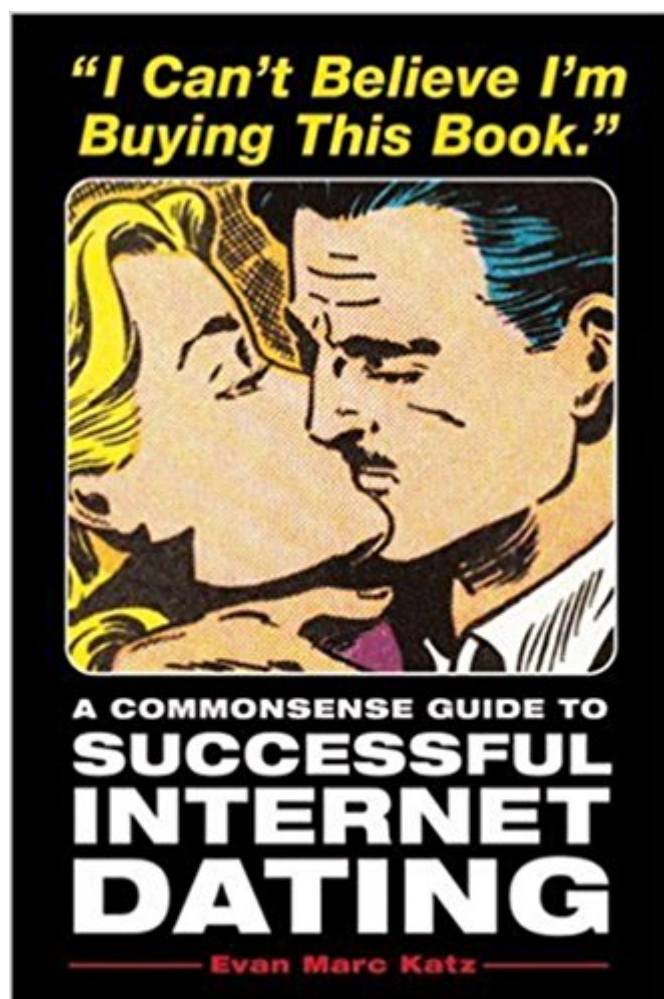


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# I Can't Believe I'm Buying This Book: A Commonsense Guide To Successful Internet Dating



## Synopsis

It's official: There is no longer a stigma associated with Internet dating. It's true. We promise. Nearly 50 million Americans have tried it. That means roughly half of the single adult population has filled out an online dating profile or has at least browsed a few personal ads, just to see who's out there. Quickly disappearing are the days of awkward setups and random encounters. Today's singles simply post a profile on a handful of dating websites, then sit back and wait for the dates to roll in. Well, that's the idea anyway. The reality is that most people slap together vague and uninspired dating profiles and quickly become disillusioned when "the one" doesn't respond the next day. In *I CAN'T BELIEVE I'M BUYING THIS BOOK*, Internet dating expert Evan Marc Katz, a former MatchNet consultant and avowed online dater, demystifies the world of Internet dating. He offers practical advice on choosing the right dating website, writing eye-catching profiles, striking up that first email "conversation," turning a first date into a second, and much more. Equal parts how-to guide and inspirational pep talk, *I CAN'T BELIEVE I'M BUYING THIS BOOK* is like having a chat with a good friend, in this case, a hysterically funny, insightful friend who tells it like it is while remaining cheerfully optimistic about the universal quest for love. Whether you're an online dating junkie or a complete newcomer, an enthusiastic twentysomething or a been-there-done-that divorcee, this irreverent and intelligent guide will teach even the most jaded single how to master the dating game and find true love online.

## Book Information

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## Customer Reviews

In this Internet dating primer, a self-proclaimed online serial dater demystifies fishing in the

electronic sea. Katz, founder of the world's first Internet dating consultant firm, E-Cyrano, assures the uninitiated that Internet dating is the "wave of the present," with over 40 percent of all single adults in America searching for love online. Although Katz admits he's never sustained a relationship for more than seven months, he entertainingly reviews how to present one's self on the Web and prepare for every eventuality--from deciding how long to wait before meeting in person to who should pick up the check. Much of his advice is common sense--write a lively introductory essay, be selective in whom you respond to--but, as Katz notes, common sense often goes the way of the Dodo when it comes to dating. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

"Indispensable. The book's tips on everything from jazzing up your profile to polishing your first-date etiquette are so sharp that this is a must read for any online dater..." --Time Magazine  
"Katz entertainingly reviews how to present one's self on the Web and prepare for every eventuality. Much is common sense...but, as Katz notes, common sense often goes the way of the Dodo when it comes to dating." --Publishers Weekly  
"Katz dishes out tough love and common sense with tongue firmly planted in cheek." --Washington Post  
"You need to read Evan Marc Katz's short, sweet, extremely helpful guide as a primer on the Internet dating world to get you moving in the right direction..." --Seduction Insider  
In fresh, funny, and accessible fashion, Evan's book demystifies the medium of Internet dating while explaining its vast allure. --Joe Shapira, chairman and CEO, MatchNet plc  
"This book reads like a very smart stand-up comedy routine. In between the laughs, you'll get great advice for playing the online dating game." --Deb Levine, M.A., online advice columnist and author of *The Joy of Cybersex*  
"What is love without humor? I CAN'T BELIEVE . . . is packed with both! Evan Katz has composed a picture crammed with rocks of confidence for the person frantic to find love in this quixotic, still-evolving landscape of romance." --Cande Carroll, cofounder, GreatBoyfriends

I know the author hates lists, but I'm going to give one, anyhow, with reference to his book: simple (smart; not simple dumb), humorously serious or seriously humorous (take your pick), clear and easy to digest (or is that redundant to simple?), knows his stuff--so you will, too. How did a guy who was only 31 when he wrote this book nine years ago (2003) become so smart, wise, and almost wholesome when it comes to being an Internet dating teacher? I'll never know and it doesn't matter. But if you want a book that both levels with you and inspires you about Internet dating (both the how-to and the pleasure), this is my number one pick. (He knows about the books of the gurus of

PUAs [pick-up artists], but has chosen to take a different approach. Refreshing. And, on a personal note, after sending a "Dear John" email to a lady, some words of wisdom from his book forced me to reconsider...and she accepted me back.

If you are going to be dating on-line, and are about to write your on-line dating profile, you need to read this book. It gives very specific and useful guidelines (and examples) of how to turn a typical (i.e. bad) on-line profile into a great one, by showing you how to bring "you" out in what you write. It's worth the money and time to buy and read.

It is somewhat dated now, with newer dating sites, but it gives excellent examples of how to write a personal profile that conveys more than loves-dogs-and-sunsets. Very practical and clear. I can't wait for the updated version to help understand the newer dating sites.

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Arrived on time and as described.

I bought this for a friend and she love it. She always wanted this book and I have been looking for it for awhile.

...You didn't already know some common sense about dating, here are the guidelines. Good source book for beginners. Have fun.

I enjoyed the humor and felt the authors had some good points as well as stats on those of us using online dating.

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