

The Soulmate Manifesto



Uniting All Soulmate Believers
In an Effort to Solve Dating

Version 1.0

Chau Vuong, Pharm.D.

The Soulmate Manifesto: Uniting All Soulmate Believers In an Effort to Solve Dating

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by Chau Vuong, Pharm.D.

*This book is dedicated to
my soulmate, wherever she is,
and
all soulmate believers.*

You can find the entire manifesto and other interesting information about love and dating at the web address below.

If you think you might be my soulmate, detailed information about myself is located there as well.

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Tactics to influence love are for illustration purposes only. The author does not condone or encourage such tactics and is not responsible for any negative consequence as well as any criminal or civil liability from the execution of these tactics. Read at your own risk.

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“How do I find love?”

“Why do I fall in love?”

“How do I stay in love?”

“How do I get out of love?”

“Does true love exist?”

“Do soulmates exist?”

“How will dating be solved?”

**This manifesto
contains the answers to these questions.**

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INTRODUCTION

One of the primary needs of humans is to be loved. What is the most popular topic of thought and conversation throughout human existence? One would probably be correct to say love, because it is pervasive throughout art, music, literature, plays, and movies. This book will explain the principles of love in a concise manner.

Chapter 1 addresses what is the purpose of this manifesto, where the information of its concepts came from. It will also explain how society and individuals will benefit from it.

Chapter 2 introduces the Love Economic Model, a model that can be used to predict and understand why people fall in love, stay in love, and fall out of love.

Chapter 3 and 4 explain the variables of the Model, love's benefits and costs. These chapters also give numerous examples of tactics to influence these variables. These examples will reinforce concepts to aid you in recognizing and influencing the variables of love. You can use the knowledge to influence people to love you, to prevent you from falling for the wrong person, to make love last, or to help you fall out of love.

Chapter 5 explains all the qualities and forces that make people attractive.

Chapter 6 discusses the weaknesses of the Model.

Chapter 7 addresses the existence of soulmates and true love. It will define what these are and how often they occur.

Chapter 8 explains current methods used by people to find their soulmates. These methods are uses of existing social networks, virtual communities, newspaper personal ads, traditional dating services, and online dating services. Weaknesses of each method are discussed and explanations are given about why these existing methods have failed more than 97% of the population.

Chapter 9 proposes a solution to facilitate the search for soulmates and offers hope that one day everybody will be able to find their soulmates.

CHAPTER 1: The Manifesto's Purpose

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The Need

Why did I write this manifesto? I am tired of seeing people wasting their time, energy, and money trying to find love, being stuck in relationships with no future, suffering from breakups, and being lonely. Currently, no one source exists for educating people to find and maintain love. Many books on love, dating, and marriage are published, but no one book contains all the necessary information. Most of them are too wordy or lack empirical evidence. Too many research articles have been published on these topics. How many people have the time and money to hunt down these articles? Once obtaining these articles, most people do not have the knowledge to interpret them because of the articles' scientific nature. This manifesto summarizes the current body of knowledge in simple language for all to comprehend and use.

Second, I am passionate about Psychology, especially in the area of interpersonal relationships. Either through genetics, my early childhood experiences, or both, I believe I was gifted with a very high aptitude for social and individual behavior. Other people may differ with this view, so I maybe socially retarded in the real world. I was a Psychology Major in college. I loved Psychology so much that I took five upper-division Psychology classes above the major's requirement. I also sat in a Social Psychology course for a second time just to make sure I did not miss anything. I am planning to get a second doctorate, this time in Psychology. This manifesto will give me a head start on my Ph.D. thesis, "Love economics: an analytical model of interpersonal dependency." I plan to devote my life and wealth to understanding love and identifying heuristics, or mental shortcuts, that undermine love.

Third, I want to satisfy my dreams and ambitions of making a difference in the world. Many industries use a business model similar to finding a soulmate. Examples of such industries are investment banking, entertainment, publishing, and job placement.

Please read the section below, named *The Outcome: Increasing Social and Human Capital*, for further explanations.

Finally, it serves my own need to find my soulmate. Because I am a social deviate, the odds of finding my soulmate is much lower than most. Someday, I hope somebody or a company will solve dating. Currently, I have yet to find such a person or company, so I am starting one to help everybody, including myself, who is searching for their soulmates. This manifesto serves as a catalyst to unite all soulmate believers in an effort to solve dating. I have finally found the solution after many years of researching social networks. This manifesto starts the market campaign for this new and revolutionary service.

The Method

This manifesto is a compilation of knowledge from thousands of abstracts and hundreds of research articles from Psychology, Sociology, Anthropology, and Psychiatry research journals. Information from all leading books on love, relationships, and marriage were also used. Yes, I have spent thousands of dollars gathering them and thousands of hours finding and reading them.

My theory of love arose from more than 14 years as a professional soulmate hunter as well as from my work experiences in pharmacoeconomics and investment banking. Pharmacoeconomics is the study of whether the benefit of a drug outweighs its side effects and financial cost. The similarity of love and drugs are shocking. Love has anti-anxiety, antidepressive, and stimulating properties. Love also has addictive properties along with withdrawal side effects.

In investment banking, I was trained to look for good investment ideas and suitable companies to be merger or acquisition candidates. Love can be viewed as a merger of two companies. Also, love can be viewed as an investment. Love has risk and return profiles similar to any stock or mutual fund. Behavior of lovers are very similar to investors'. Both search and research costs are required to find good investments as well as soulmates.

How to Use the Manifesto

Besides using it for yourself to find and maintain love, below are some other good uses of the manifesto.

Other Good Uses of the Manifesto

- Use it to give you the edge over competing suitors who are more attractive than you, landing somebody who is totally out of your league.
- Give it to love interest as empirical evidence to prove that he/she should be with you.
- Give it to the person you are rejecting to help explain why you are rejecting him/her.
- Give hope to the person you are rejecting. One day he/she will find his/her soulmate.

- Give yourself closure or make it hard for your love interest to reject you. Ask the person who is rejecting you to explain why you are being rejected. Also, use it to convince your lover that he/she is making the mistake of his/her life rejecting you.
- Seek revenge. Sentence your former lover, who is now stuck in a bad relationship, to a life of regret for rejecting you. Prove mathematically you two were indeed soulmates.
- Give hope to your lonely friends and family members. Dating will be solved.
- Use it to hit on potential soulmates. “Have you ever read *The Soulmate Manifesto?*”
- Stop your whining friends, family, co-workers from depressing you when they start telling you about their dysfunctional relationships.
- Get your friend to breakup with the person who is always beating him/her down.
- Get your lover whom you have invested the best years of your life to finally marry you.
- Use it to predict the winner of dating reality shows, like *The Bachelor*.

The Outcome: Increasing Social and Human Capital

Spreading the knowledge of this book will increase social and human capital. Social capital is a feature of society that facilitates coordination and cooperation for mutual benefit. Human capital is the time, personal skills, capabilities, experience, and knowledge of an individual.

By making the search for love efficient, society and individuals will benefit greatly. Imagine a future where people can find their soulmates easily. When the person that you are with is beating or cheating on you, you can easily leave to find another love. Instead of going on hundreds of meaningless dates, you can be pursuing other endeavors. How many broken hearts will be spared? Imagine a world where divorce does not exist. How much time, money, and energy are used to search for love? How much are wasted on wrong relationships? Resources that once were used to find love will now be used to pursue innovations and discover talents. Dreams that were once dormant will come true. Life will be richer and more meaningful because everybody will have time to discover their calling in this world. People will be happier because more people will be in love.

The problem of finding the right person is not isolated to love. Private equity, investment banking, entertainment, publishing, job placement, and other industries will benefit from the solution. Investment bankers, venture capitalists, and angel investors all use a matchmaking model. They are players in an industry where entrepreneurs or companies are matched to investors. Solving dating will also make industries that use the matchmaking model more efficient. Imagine you have an idea or a screenplay and need to find the right people to make them a reality. In the future, it will be a lot easier to make your dreams come true. Society will benefit from accessing ideas and talents that were once hidden because of the cost of finding them were too high. I believe the person or company that solves dating will be a candidate for a Nobel Prize one day.

CHAPTER 2: Love Economics

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Behavioral Models

Behavioral models are abstractions of reality and are used to help understand, explain, and predict behavior. Behavioral models are usually written as math equations. They exist in almost every discipline including Physics, Chemistry, and Economics. In Psychology, these models are used to understand and predict human behavior. The field of Psychology is divided into four major disciplines: 1. Personality (e.g. introvert versus extroverts), 2. Developmental (e.g. how kids grow up), 3. Cognitive (e.g. brain processes), and 4. Social (e.g. how external forces affect behavior).

<u>Discipline</u>	<u>Behavioral Model</u>	<u>Founder</u>
Politics	Communism	Karl Marx
Physics	Theory of Relativity	Albert Einstein
Chemistry	Acid-Base Theory	Svante Arrhenius
Astronomy	Copernican System	Galileo Galilei
Economics	Capitalism	Adam Smith
Personality Psychology	Freudian Psychoanalysis	Sigmund Freud
Developmental Psychology	Mental Growth Stages	Jean Piaget
Behavior Psychology	Operant Conditioning	B.F. Skinner
Social Psychology	Conformity	Solomon Asch
Cognitive Psychology	Language Learning	Noam Chomsky

Love economics could be a disciplinary branch of microeconomics, the study of individual consumers or households and how they make decisions. However, it fits better under the discipline of Social Psychology, which explores how individuals are affected by their social environment. Social environment could be just another person, a small group, a community, or a society. Social Psychology is the study of how people feel, influence, and relate to one another. Love economics is an extension of the Social Exchange Theory,

which explains social interactions in economic terms, benefits and costs. At the center of love economics is the Love Economic Model, or the Model. I have created a mathematical model that could predict and explain all human behavior pertaining to love. Predictions, insights, and tactics are provided to give you a deeper understanding of the dynamics of love.

The Core Variables

The Model assumes people fall in love because the total benefit of being in love outweighs the total cost of being in love. So the probability of falling in love is related to your perception of the probability of net benefit resulting from being in love. Mathematically, the Model is written as:

$$\text{Probability of Love} = \frac{\text{Probability of (Net Benefit of Being in Love, Emotional Availability, Past Love Experiences)}}{\dots}$$

$$\text{Net Benefit} = \text{Total Benefit} - \text{Total Cost}$$

$$\text{Total Benefit} = \text{friendship} + \text{fulfillment of sexual needs}$$

$$\text{friendship} = \text{fulfillment of (emotional needs + entertainment needs + materialistic needs - sexual needs)}$$

$$\text{Total Benefit} = \text{fulfillment of (emotional needs + entertainment needs + materialistic needs)}$$

$$\text{emotional needs} = \text{esteem needs} + \text{social needs} + \text{spiritual needs} + \text{safety needs}$$

$$\text{materialistic needs} = \text{primary needs} + \text{sexual needs} + \text{materialistic desires}$$

$$\text{Total Cost} = \text{cost of (search + rejection + research + maintenance + opportunity) + breakup risk}$$

$$\text{search cost} = \text{your attractiveness} + \text{social networking skills} + \text{time cost} + \text{financial cost}$$

$$\text{rejection cost} = \text{-(your self-esteem} + \text{frequency of past rejections)}$$

$$\text{research cost} = \text{knowledge of self} + \text{diagnostic abilities} + \text{proximity}$$

$$\text{maintenance cost} = \text{emotional cost} + \text{time cost to fulfill emotional, entertainment, materialistic needs} + \text{financial cost to fulfill emotional, entertainment, materialistic needs}$$

$$\text{breakup risk} = \text{risk of being dumped} + \text{your breakup cost}$$

$$\text{Commitment} = \text{future net benefit} - \text{future net benefit from another love} + \text{current breakup cost}$$

A Relationship

Now that love has been defined, let us now define a relationship. You and your love interest will enter the research phase, the first phase of a relationship, when both believe there is a probability that the amount of love you have for your love interest is equal to the love your love interest has for you, and vice versa. In other words, love is reciprocated. During the research phase, both of you will try to verify if this equation is indeed true:

$$\text{Your Love for Love Interest} = \text{Love Interest's Love for You}$$

$$\text{Your Love for Love Interest} = \text{Your Net Benefit of Being in Love, Your Emotional Availability, Your Past Love Experiences}$$

$$\text{Love Interest's Love for You} = \text{Love Interest's Net Benefit of Being in Love, Love Interest's Emotional Availability, Love Interest's Past Love Experiences}$$

Once in love, you both work to maintain a state of equilibrium, where your love for lover is equal to your lover's love for you.

$$\text{Your Love for Lover} = \text{Lover's Love for You}$$

Model Assumptions

- People are rational decision makers and are able to add up the benefits and costs of being in love.
- Commitment is an insignificant variable.
- Friendship and companionship are the same.
- People's perceptions are not influenced by underlying mental illnesses.
- Sex and commitment are the only differences between friendship and love. However, today people can have sex with strangers and friends, without being in love.

Emotional Availability

Besides the net benefit of love, emotional availability is an important variable of falling in love. Are you or your love interest available for love? People who are already in love are usually immune to falling in love with another person. They may be in love with the person in their current relationship, someone unobtainable, a career, God, an addiction, themselves, or a fantasy ideal soulmate.

Insights and Predictions

1. If love interest is already in love, breaking up his/her existing relationship is difficult.
2. People who always need to be in a relationship will less likely find their soulmates.
3. Dreamers are more resistant to falling in love than realists.
4. To singles, unattached people, all things equal, are more attractive than attached people.
5. Crack or heroin addicts will have a harder time falling and being in love.

Tactics to Increase Love Interest's Emotional Availability

1. Undermine your love interest's existing relationship by using deceit and deception.
2. Use the Model to manipulate the variables in your favor.

Tactics to Increase Your Emotional Availability

1. Never commit to a relationship. You are always single and available. Be a player.
2. Be selective with relationships. It is sad to belong to someone else when the right one comes along.
3. If you have a close friend of the opposite sex (assuming you are heterosexual), always publicize that you are "just friends". Keep your distance from each other at social events.
4. End any relationship that has no future as quickly as possible. Learn to be alone.
5. If you are one of the lucky few that are in love with their careers, keep it a secret referring to your passion as "just a job" to avoid being labeled a "workaholic".
6. If you are stuck in an unwanted relationship, refer to your lover as "a friend" when he/she is not with you.

Past Love Experiences

Past experiences with love will influence how people view love. Those who grew up being loved will want to be loved. However, people who were in abusive relationships may associate the abuse with love, hindering them to love. Also, people who have had their hearts severely broken will less likely fall in love again.

Insights and Predictions

1. People who have experienced love will be lonelier than those who have not.
2. People who have been in love will devote more energy to be in love again.
3. People from good families would value marriage more than people from dysfunctional ones.
4. People in past abusive relationships may have problems falling in love.
5. Pursuing people who have little or no baggage is easier than pursuing those who have some.
6. Pursuing people who are always in a relationship is easier than pursuing loners.

Tactics to Influence Past Relationship Experiences

1. If lover interest's or lover's future net benefit is great or you can not do any better, recommend him/her to get professional help to resolve his/her "issues".
2. Avoid falling in love with the wrong people by influencing the variables of the Model.
3. If you came from a dysfunctional family or bad relationships, resolve your "issues" by yourself or with professional help before falling in love again.

Commitment

Net benefit from your lover will fluctuate. Sometimes your net benefit is high. Other times it will be low or even negative. Commitment means that you will not abandon your lover when your net benefit is low or negative. Commitment levels vary from person to person. Some people can take more pain and suffering than others.

If you feel that net benefit will eventually increase, you will be more committed. If you are able to find another love that will provide you more net benefit than the existing one, you will be less committed. Also, if your breakup cost is great, you will be more committed. Breakup cost will be explained in Chapter 4. Mathematically, commitment is written as:

$$\text{Commitment} = \text{future net benefit} - \text{future net benefit from another love} + \text{current breakup cost}$$

Insights and Predictions

1. There is nothing sacred about commitment.
2. The main purpose of marriage is to increase breakup cost resulting in commitment.

Tactics to Increase Commitment

1. Play hard to get. See how committed your love interest is to you.
2. Make lover prove his/her commitment by making him/her your bitch.
3. Work hard to increase net benefit of lover while he/she is with you.
4. Increase lover's breakup cost. (See Chapter 4)

How to Use The Model

Using the Model, you can create strategies to make others fall in love with you, to prevent yourself from falling for someone, to make love last, to escape bad love, and even to ease the pain of a breakup. Also, you can use the Model to love or be loved by your friends, co-workers, bosses, clients, teammates, friends, and relatives. In other words, the Model can be used in any type of relationship with simple modifications.

Another application of the Model is to solve dating. Current solutions to finding love can be analyzed and a better solution can be created.

CHAPTER 3: The Benefits of Love

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Emotional Needs

1. Esteem Needs

Having healthy esteem means being happy with yourself. If one of your life goals is to have a family, then getting married will make you happy. If you are career-oriented and you are meeting your career goals, you are happy. Esteem needs include having self-worth, self-approval, job satisfaction, and personal achievements.

Insights and Predictions

1. People who are attracted to screwed-up people may be fulfilling their esteem needs. Helping people increases self-esteem.

Tactics to Fulfill Esteem Needs of Lover Interest

1. Compliment your love interest often.
2. Support love interest's dreams and encourage he/she to take risk. Be there when he/she fails.

Tactics to Fulfill Esteem Needs Alone

1. Focus on having a fulfilling career.
2. Choose a small goal and reach it.
3. Help others.

2. Social Needs

Social needs include the need for social acceptance, prestige, and access to certain people, events, or resources. Most people also need a sense of community belonging. Family and friends approval of you is higher if you are able to attract a mate. People stop feeling sorry for you for being dateless on Friday or Saturday nights. Society dictates at what age people should fall in love, marry, and start a family. In America, the age is between 18-35. People usually do not marry their soulmates. They marry the person they are with at the time when society tells them they should be married.

Other people serve to validate your feelings, attitudes, and reality. When you are happy or sad, you want someone to validate your feelings making sure you are having the correct emotion for the situation. People are also useful to validate your attitudes and beliefs to make sure they are the same with the norm. Finally, other people are good references to make sure your senses have not failed you. You will be more convinced that you are an alien abductee if you are with people who have also been abducted.

Insights and Predictions

1. Married men are perceived to be more responsible than single men.
2. Main reason for teenage sex is peer pressure.
3. Reason for organized religion and cults.
4. Good and bad moods can make people more susceptible to falling in love.
5. Pursuing people who are social outcasts or have less social prestige is easier.

Tactics to Fulfill Social Needs of Love Interest

1. Be around love interest when there is bad or good news.
2. Become popular by mastering social networking skills. Be well connected. Share your social network with love interest.
3. Win over love interest's family and friends.

Tactics to Fulfill Social Needs Alone

1. Be involved in community service.
2. Become popular by mastering social skills. Be well connected by yourself.

3. Spiritual Needs

Some people need to feel connected with a spiritual being. They need to believe there is life after death and that their existence has a purpose.

Insights and Predictions

1. Reason for organized religion and cults.
2. Pursuing someone of the same religion as you is a lot easier.

Tactics to Fulfill Spiritual Needs of Love Interest

1. Support and encourage love interest spiritually.
2. Be interested in love interest's religion, attend religious services with them, or convert.

Tactics to Fulfill Spiritual Needs Alone

1. Be spiritually fulfilled on your own by starting a spiritual quest.
2. Join a religious or church group.

4. Safety Needs

Being in love provides a person to help you deal with life's stresses and dangers. The need for stress reduction depends on two factors. The first factor relates to your current stress levels and tolerance. The second factor relates to your support network size, quality, and access.

Stress Levels and Tolerance

People under stress or people who are unable to handle fears or anxieties need company. Individuals need other individuals to reduce stress. Other people serve as references to check your reality for real danger. For example, if the fire alarm goes off, you would look around to see if other people are running for the fire escape to judge whether the fire is real or if the alarm was pulled accidentally. Other people are sources of advice and support to help you get out of stressful situations. People's stress levels and tolerance vary due to differences in genetics and learned coping skills.

Insights and Predictions

1. To break someone, physically beat him/her and keep him/her in isolation.
2. Main reason for funerals.
3. Reason for existence of support groups like Alcoholic Anonymous (AA).
4. Reason for having pets.
5. Marriages and births rate will increase before and after a war.
6. People will more likely fall in love when they are under stress.

Tactics to Increase Stress Levels of Love Interest

1. Wait for stressful situations to pursue. (e.g. a few weeks after graduation, finals week, a family death, or job firing).
2. Encourage love interest to take a job where he/she has to fight traffic for at least 2 hours a day.
3. To increase financial stress, encourage love interest to max out his/her credit cards getting him/her into debt. Tell love interest that he/she only deserves the best money can buy.
4. Make sure love interest does not sleep by keeping him/her up late as possible.

5. Discourage love interest from taking vitamins, living a healthy lifestyle, and exercising.
6. Crank call your love interest to scare him/her. Do not get caught.

Tactics to Lower Stress Levels Alone

1. Learn stress coping or relaxation skills like meditation, yoga, or exercising.
2. Take anti-anxiety drugs like Valium.
3. Drink alcohol.
4. Buy yourself a gun and support the NRA.

Support Network Size, Quality, and Access

The bigger, more solid, and more accessible your social support network is, the lesser your need to be in love. If you have many close friends, the better the odds that at least one will be near if you need them. Quality refers to how close or intimate you are with people in your support network. If you are not close or intimate with these people, you are suffering from *emotional isolation*, the first form of loneliness. No matter how big or strong your support network is, if you are unable to access it, you will experience the second form of loneliness, *social isolation*. So if you do not talk to your parents or siblings, then your friends become more important. If this secondary support network is nonexistent or fails you, you are more vulnerable to falling in love.

Insights and Predictions

1. People from dysfunctional families, no close friends, usually fall in love earlier.
2. People from close families are likely more selective than those who are not.
3. Explains why the pet industry is a \$30 billion business.

Tactics to Weaken Love Interest's Support Network

1. Sever ties of love interest isolating him/her from his/her support network.
2. Make sure love interest's family and friends hate you. Be like Romeo and Juliet.
3. Set up love interest's best friend(s) with all your single friends to get them out of the picture.
4. Convince love interest that his/her friends are bad for him/her and to stop being friends with them.
5. Undermine love interest's spiritual life by discouraging he/she from going to religious worship. Prove that God does not exist. "We are all alone."
6. Get rid of love interest's pet(s).

Tactics to Strengthen Your Support Network

1. Join a club, Greek society, church group, community group, or cult.
2. Make and keep as many close friends as possible.
3. Hire a psychiatrist or psychologist.
4. Get a dog.

Entertainment Needs

Most forms of entertainment are social. Being in love provides a participant for existing hobbies and interests. If you like tennis, you automatically have a willing partner. You can eat at restaurants with someone instead of feeling like a loser eating alone. Lovers are a source of intellectual stimulation and laughter. They are able to expand your horizons and introduce you to new views, ideas, hobbies, interests, and experiences.

Insights and Predictions

1. People who have no hobbies or interests will fall in love more frequently and faster.
2. People who are out of school and working in a boring job will fall in love more frequently and faster.

Tactics to Increase Your Entertainment Value

1. Write jokes and deliver them on dates to be funnier.
2. Keep yourself interesting by pursuing new interests and constantly learning.
3. Learn to play guitar or piano.

Tactics to Fulfill Entertainment Needs Alone

1. Read.
2. Take night classes to find new hobbies or interests.
3. Be involved in community service. Support a cause.
4. Find work you enjoy and become a workaholic.
5. Write a book or work on your next masterpiece.
6. Play online video games with other people.
7. Get cable television and TiVo.

Materialistic Needs

1. Primary Needs (Food, Water, Shelter, Transportation)

Primary needs are the minimal needs for survival and happiness. People who are unable to satisfy their primary needs will usually find someone to satisfy these needs.

Insights and Predictions

1. People in poor countries will marry younger.
2. People who do not have cars will be attracted to those who have cars.

Tactics to Fulfill Primary Needs of Love Interest

1. Be a sugar daddy or mama. Become wealthy and offer to pay love interest's rent, car payments, and other bills.
2. Always pay on a date.

Tactics to Fulfill Primary Needs Alone

1. Get a job.
2. Smooch off the government. Get welfare or financial aid.
3. Stay at home and smooch off your parents.

2. Sexual Needs

The need to procreate is usually strong in most people. This variable is more important for people who believe that sex should be reserved for loving monogamous relationships. Sex is an addictive drug. It produces biochemical reactions releasing endorphins and other chemicals that make you feel good. Close intimate contact also relieves stress. Therefore, sex can also be used to fulfill entertainment and safety needs. For simplicity, we will keep it under materialistic needs.

Insights and Predictions

1. If sex is great, people tend to stay in dysfunctional relationship longer and breaking up is harder.
2. Commitment like marriage will take longer if you are getting sex for free or at little cost. "Why buy the cow when the milk is free" argument.
3. People who are sexually active will devote a lot of time, money, and energy to remain that way.
4. Impotency or infertility causes stress in a relationship.

Tactics to Fulfill Sexual Needs of Love Interest

1. Have sex with love interest as soon as possible. (Assuming you are good in bed)
2. Be a great lover and get love interest hooked.
3. Use Viagra.

Tactics to Fulfill Sexual Needs Alone

1. Buy yourself a purity ring and vow to be celibate until marriage at a Christian rally.
2. Become a born-again virgin.
3. Find another addiction to replace sex - crack, heroin, money, power, or winning.
4. Take cold showers or resort to self-gratification.

5. Pursue people who are horny and offer sex for free. Be a slut. (Note: both males and females can be sluts)
6. Hire a prostitute.

3. Materialistic Desires

People have varying materialistic desires. Some people are able to be content with the simple things in life. They do not mind wearing clothes marked “Irregular” purchased at outlet stores, or retail liquidators like Ross or Marshalls. Others could only be happy if they have the finer things in life, like driving a BMW 7 series and living in a big beach house. These people, if unable to satisfy these materialistic desires by themselves, will likely find a partner that could.

Insights and Predictions

1. Rich and powerful people are more attractive to materialistic people than non-materialistic people.
2. Most domestic conflicts are due to financial reasons.

Tactics to Fulfill Materialistic Desires of Love Interest

1. Satisfy love interest’s materialistic desires by becoming rich and powerful through inheritance, education, business, investments, or crime.

Tactics to Fulfill Materialistic Desires Alone

1. Satisfy your own materialistic desire by becoming rich and powerful through inheritance, education, business, investments, or crime.
2. Learn to live within your means.
3. Convince yourself money is the root of all evils. Accept being poor.

CHAPTER 4: The Costs of Love

SPREAD THIS INFORMATION

If you want to help solve dating, please spread the word by:

1. Be a supporter by joining our mailing list at www.solvedating.com.
2. Send friends a link to www.solvedating.com so they can download it.
3. Send this eBook to friends as an attachment. (better to send the link)
4. Print, copy, and give it to friends and family.
5. Download, print, copy, and post the flyer to support the campaign.

Search Cost

Finding your soulmate requires you to spend time, money, and energy to find him/her. The equation for search cost is:

$$\text{search cost} = \text{your attractiveness} + \text{social networking skills} + \text{search time cost} + \text{search financial cost}$$

Your Attractiveness

Attractiveness refers to your ability to attract potential lovers. Attractive people meet potential lovers easier than less attractive people. They are approached more often and are invited to more social events. Attractiveness is more than physical appearance. Factors that influence attractiveness are explained in the next chapter, Chapter 5.

Your Social Networking Skills

Falling in love is a numbers game. The more people you date, the better your odds of finding your soulmate. You meet potential dates by having a large social network. Social networking skills are skills that allow you to expand and maintain friendships. Examples of social networking skills are abilities to initiate a conversation, to follow up on new friends, or to maintain existing friendships. Expanding and maintaining your social network require you to have good etiquette, good hygiene, and communication skills.

Insights and Predictions

1. People who have superior social networking skills to meet potential lover may have a harder time falling in love and can afford to be more selective.
2. People who use online dating services are usually more selective because they may feel they have the largest social networks.
3. People will commit when the time, money, and energy spent to expand and maintain their social network become too great.
4. People who are popular can breakup easier than those who are shy.
5. Physically attractive people without social networking skills are worse off than average looking people with superior social networking skills.
6. People who are surrounded by eligible and attractive potential lovers will stay less committed.

Tactics to Decrease Social Networking Skills of Love Interest

1. Tell love interest that being shy is a good thing.
2. Prevent love interest from joining an online dating service. Comment that you pity people using online dating services; that those people are so scary and desperate. Clip out news articles about people who have been killed, raped, or molested using online dating service or chat rooms and report them to love interest.
3. Convince love interest that his/her new friends are creeps and are bad for him/her.

Tactics to Increase Your Social Networking Skills

1. Join Toastmasters to conquer your fear of public speaking.
2. Conquer your shyness. Become a schmoozer by learning how to make and keep friends.
3. Join an online dating service.
4. Go on many dates as possible and always keep them as friends.

Search Time Cost

How much time do you have to search for your soulmate? Great social networking skills are worthless unless you have time to use them. You need time to maintain your existing circle of friends and extra time to expand your network to find your soulmate. That means you need to allocate time to go to clubs, bars, and other social events. Search time cost increases as your selectiveness increases. Search time cost is mathematically written as:

$$\text{search time cost} = \text{free time} \times \text{selectiveness}$$

Insights and Predictions

1. Selective people with demanding careers or studies will likely be single.
2. People who devote more time for social activities will have a better chance of finding love.
3. Single people who work graveyard, weekend, or night shifts are screwed.
4. Explains why every year you write and receive less Christmas cards.

Search Financial Cost

Search financial cost is the amount of money you spend to expand and maintain existing social networks. The bigger your social network is, the more money is needed to maintain it. If you are selective, you will need a bigger social network to find your soulmate. Mathematically, search financial cost is written as:

$$\text{search financial cost} = \text{social network size} \times \text{selectiveness}$$

Financial Cost to Expand and Maintain Existing Social Network Size

Expanding and maintaining your social networks require you to invest financially. That means money for buying drinks, dinner, club cover charges, association membership fees, phone bills, and gas to travel. For productive people, search time cost translates to search financial cost. You could have used the time wasted on dating to further your career.

Insights and Predictions

1. Poor people have smaller social networks.
2. A party with free food and alcohol will attract many people.
3. Reason why restaurants and bars have Happy Hour.
4. Picky people with small social networks are destined to be alone.

Selectiveness Cost

The more selective you are, the more it will cost you to find your soulmate. I have constructed a Soulmate Calculator on the web site. Depending on how selective you are, it will estimate how many singles you need to meet to find your soulmate and how much your search financial cost will be. The calculator uses the latest statistics from the U.S. Census and the National Center for Health Statistics.

Below is a table of advertising rates using different methods of finding people.

Search Cost by Methods

Type	Description	Cost/People(\$)	% that are Single	% that are the Opposite Sex	Cost to Meet 1 Opposite-Sexed Single Person (\$)	Cost to Meet 1,000 Opposite-Sexed Single (\$)
Bar	A few drinks	\$20 per 500 people	90	50	0.09	89
Club	Cover charge and drinks	\$30 per 500 people	90	50	0.13	133
Television	30 sec prime-time spot	\$17.78 per 1,000 people	50	50	0.07	71
Newspaper	full page black and white ad	\$12.77 per 1,000 people	50	50	0.05	51
Magazine	1 color page	\$2.34 per 1,000 people	50	50	0.01	9
Radio	top 100 markets, 60 sec. drive-time ad	\$8.61 per 1,000 people	50	50	0.03	34
Billboard	weekly 30 sheet posters size	\$2.05 per 1,000 people	50	50	0.01	8
Match.com	top online dating service	\$150 a year per 650,000 people	100	50	0.0005	0.46

Source: Various Advertisement Associations

Using going to a bar as an example, the cost to meet 1,000 opposite-sexed singles is calculated as follows:

$$\text{Cost to meet 1,000 single, opposite-sexed person} = \text{cost / person} \times \text{percent that are single} \times \text{percent of the opposite sex} \times 1,000$$

Now, let us hypothetically assume you are a picky person and we will do a cost analysis. Below are your criteria for a soulmate. Non-related traits are traits that are least likely to be associated with each other. For example, you can be really good-looking but not too bright. We can not use a criterion like income because it is influenced by looks, emotional intelligence, and intelligence.

Soulmate Criteria for a Picky Person

Non-Related Traits	Top Percentile
Face Attractiveness	30
Body Attractiveness	50
Intelligence	20
Emotional Intelligence	20
Spiritualism	20
Optimism	20
Energy	20
Risk Tolerance	20
Ambition	20
Compassion	20
Opposite-sexed singles you need to meet	2,604,167

The probability of finding someone whose facial attractiveness is in the top 30 percentile of the population is 30 out of 100, or 30%. For the other 9 traits we find out the individual probability for each. Take the probability of each trait and multiply them together. The final probability is 0.000000384. Then take the number 1 and divide by this probability. Assuming you are heterosexual, the result will be 2,604,167, the number of opposite-sexed singles you have to meet in order to find one person who meets your soulmate criteria.

If you choose to go to bars to meet people, your search financial cost would be:

$$2,604,167 \text{ opposite-sexed singles} \times \$89/1000 \text{ opposite-sexed singles} = \mathbf{\$23,371,771}$$

This does not include time wasted or gas money for driving to bars. However, if you are this picky, going to every bar in town would not give you access to 2.6 million opposite-sexed singles. If you are bold and decide that you would do whatever it takes to find your soulmate, you would buy billboard ads at the busiest local highways. This will cost you about:

$$2,604,167 \text{ opposite-sexed singles} \times \$8/1000 \text{ opposite-sexed singles} = \mathbf{\$2,100,833}$$

As you can guess, by adding other criteria like age, height, ethnicity, religion, location, degrees, or income, your probability decreases dramatically. As your probability decreases, your search financial cost increases. Keep in mind this is only the cost to find one person that meets your soulmate criteria. There is no guarantee that you will meet his/her soulmate criteria.

Insights and Predictions

1. Picky people will have a harder time finding their soulmates than average people.
2. Being informed about your odds will increase your odds of finding love.
3. Online dating services are the most efficient way to meet eligible singles.
4. Billboard advertisement is cost-effective for focusing on a geographical location.
5. It is best to be average. Being too much or too little of anything will decrease your odds of finding love.

Tactics to Lower Selectiveness Cost

1. Use the Soulmate Calculator at www.solvedating.com to find out if your criteria are realistic. Lower your criteria if odds are unrealistic.
2. Become rich and buy a full-page ad in a newspaper.
3. Become a supporter. Join the campaign mailing list and help solve dating.
4. Join an online dating service.
5. Always ask for referrals from family, friends, and dates that do not work out.

Rejection Cost

After finding a soulmate candidate, you have to pursue or ask to be with them. Sometimes, he/she may reject your request. This rejection may be emotionally painful causing depression, anxiety, and lowered self-esteem. Your sensitivity to the pain of rejection depends on how high your self-esteem is. If you feel you are an attractive person, rejection will affect you less. You may even feel the person who is rejecting you is at a great loss for not knowing a wonderful person like yourself. If you already have low self-esteem, rejection may make you feel even more worthless and less attractive.

The higher your self-esteem, the higher your immunity to rejection, and lower your rejection cost. Also, the more times you are rejected, the less painful rejection gets. Hopefully, you have learned some coping skills. Mathematically, rejection cost is written as:

$$\begin{aligned} \text{rejection cost} &= \text{rejection sensitivity} \\ \text{rejection sensitivity} &= - \text{immunity to rejection} \\ \text{immunity to rejection} &= \text{your self-esteem} + \text{frequency of past rejections} \\ \text{rejection cost} &= - (\text{your self-esteem} + \text{frequency of past rejections}) \end{aligned}$$

Insights and Predictions

1. People who are sensitive to rejection are less likely to find their soulmates. In contrast, people who have low rejection cost will have a better chance to find their soulmates.

Tactics to Decrease Rejection Cost

1. Become immune to rejection by getting frequently rejected. Become a telemarketer.
2. Build up your self-esteem. Convince yourself that it was their loss.

Research Cost

After you have found your potential soulmate and have convinced he/she to date you, you need to spend time, money, and energy to make sure your love interest matches what you have perceived he/she to be. In other words, is he/she as wonderful as he/she first seemed to be? Also, you need to make sure your love interest is not a serial killer, child molester, or psycho. You need to verify the actual net benefit against expected net benefit.

In order to research effectively, you have to know what your needs are, what makes you happy, and what drives you crazy. Research cost declines as you date more people because your diagnostic skills become better. With experience, you are able to rule in or rule out soulmate candidates faster. Research cost increases if your love interest is living or working far from you. The equation for research cost is:

$$\text{research cost} = \text{knowledge of self} + \text{diagnostic abilities} + \text{proximity}$$

Insights and Predictions

1. People who marry at a young age will have higher divorce rates.
2. People who do not date or date rarely have poor diagnostic abilities.
3. Be happy when you get rejected and thank the person who is rejecting you. Getting rejected saves you time, money, and energy.
4. Having a long-distance relationship will increase research cost.
5. Stalking someone is actually unwanted research.
6. Physical attractiveness is the most powerful attractive trait because it is the easiest to validate.
7. People who fall in love before completing the research phase will be positively biased towards their lover.
8. Playing hard to get will not work with people who have high research cost. It will only attract needy, clingy people, or players.

Tactics to Decrease Research Cost

1. Date as many people as possible before getting serious.
2. To reduce the research cost of others, be honest and do not pretend to be someone you are not.
3. Get out of a relationship as soon as you know there is no future.
4. Hire a private investigator to research love interest.
5. Go to a spy shop. Buy and plant bugs in love interest's home and car.
6. Research and cross-examine love interest's family and friends as well.
7. Keep a research file. Buy small tape recorder, tape every conversation, take notes, and watch out for discrepancies.

Maintenance Cost

Emotional Cost

Love can be very stressful and you may have to sacrifice a lot emotionally. The more dissimilar you and your lover are, the more you have to compromise to make love work. Providing emotional support for your lover may make you depressed, stressed, or angry, draining you emotionally.

Insights and Predictions

1. Stressful events will increase breakups.
2. Couple with many similarities will be happier than couples with few similarities.
3. Couples with good conflict resolution skills will less likely breakup.

Tactics to Lower Your Emotional Cost

1. Pursue people who have good stress tolerance and coping skills.
2. Pursue people who are similar to you.
3. Learn good communication and conflict resolution skills.
4. Avoid pursuing people with emotional problems.

Time Cost

Love takes a lot of time. Time cost is a big issue for people who are pursuing careers or advance studies. These people have little or no time for relationships and are less susceptible to falling in love. Pursuing an advanced degree, going to medical school, being an investment banker, training for the next Olympics, or starting a company is very time demanding. Having a long-distance relationship will also increase time cost because of the need to allocate time for travel.

Insights and Predictions

1. Many people using online dating services are very successful.
2. Career-driven people marry at a later age.
3. Busy people are bad relationship candidates for people who need a lot of emotional support or attention.

Tactics to Lower Time Cost of Love Interest

1. Undermine love interest's dream of making it big, especially after he/she fails.
Caution: If love interest makes it, you are history.
2. Convince love interest that you are very low maintenance and you need a lot of space as well.
3. Join love interest in his/her pursuit of his/her dreams. Be his/her study buddy, training buddy, or business partner.

Tactics to Lower Your Time Cost

1. Pursue people who are just as ambitious as you.
2. Do not pursue people who require a lot of attention or support.
3. Stagger your life by first focusing on career, then finding your soulmate.

Financial Cost

Once you are in love, you may be expected to be the sole breadwinner. If your lover has unmet primary needs and materialistic desires, you might be expected to fulfill them as well. If your relationship is long-distance, travel cost and phone bills may add up. If you are ambitious, your time cost might cost you financially because you are unable to effectively pursue your career goals. Instead of working late, you have to rush home to

spend time with your attention-seeking lover. If you have or plan to have children, the more children you have, the more financial responsibilities you will have.

Insights and Predictions

1. Long-distance relationships usually do not work.
2. Having children, while rewarding, costs money.

Tactics to Lower Your Financial Cost

1. Pursue someone who is ambitious or has a financially rewarding career.
2. Make sure you make enough money to fulfill lover's materialistic desires.
3. Pursue fellow apartment tenants, co-workers, or students. Avoid long-distance relationship if you can not afford it.
4. Buy long-distance lover a high-speed Internet connection to videoconference.
5. Do not have children or a large family.
6. Do a credit check on love interest.

Opportunity Cost

Opportunity cost is the net benefit from being in another relationship. Most people are not aware of this hidden cost. While you are in love, you could have been in love with someone who is much better for you. Also, the time, money, and energy that were invested in the relationship could have been spent in having more friends, find your calling, or furthering your career.

Insights and Predictions

1. Most people are oblivious to recognizing the opportunity cost of love.
2. Being in a relationship with someone who is not your soulmate is very costly.
3. It is very rare to find people who have many close friends, a career they love, and a soulmate.

Tactics to Lower Your Opportunity Cost

1. Never commit until you find true love. You are always single and available.
2. Never say you have a boyfriend or girlfriend when you are still researching.
3. Stagger your life by first focusing on career then finding your soulmate.

Breakup Risk

Being in love has its risk. You maybe dumped by your lover. You may also accrue additional breakup cost if the relationship ends. Breakup risk is mathematically written as:

$$\text{breakup risk} = \text{risk of being dumped} + \text{your breakup cost}$$

Risk of Being Dumped

What is the probability of getting dumped? Your risk of being dumped is a function of your lover's commitment.

risk of being dumped = lover's commitment

lover's commitment = lover's future net benefit from with you +
lover's future net benefit from another love +
lover's current breakup cost

1. Lover's Future Net Benefit with You

If your lover believes that the future net benefit with you will be at acceptable levels, your chance of being dumped will decrease. To calculate this net benefit, you will have to analyze:

1. What is lover's future benefit with you?
2. What is lover's future maintenance cost with you?
3. What is lover's future risk of being dumped *by you*?

Insights and Predictions

1. People love people who love them back because their chance of being dumped is lowered.

2. Lover's Future Net Benefit from Another Love

Your lover's future net benefit from another love could be the future net benefit from being alone, another lover, a career, an addiction, or religion. Yes, you may get dumped if your lover decides to become a nun or priest. To analyze the risk of being dumped, look at your lover's potential net benefit from another love:

1. What is lover's future benefit with another love?
2. What is lover's future search cost to find another love?
3. What is lover's future rejection cost to find another love?
4. What is lover's future research cost for another love?
5. What is lover's future maintenance cost for another love?
6. What is lover's future risk of being dumped by another love?

So if your lover's future net benefit of being with you is less than another love's, the risk of you being dumped increases. This future net benefit of another love may not be real but could be imagined.

3. Lover's Current Breakup Cost

If your lover's current breakup cost is high, your risk of being dumped decreases. Breakup cost is explained in the next section.

Insights and Predictions

1. If lover can easily find another love, your risk of being dumped increases.
2. If another love has a lower maintenance cost, your risk of being dumped increases.
3. If lover believes that risk of being dumped by another love is high, your risk of being dumped decreases.
4. People who have unattractive lovers may be lowering their risk of being dumped.

Tactics To Reduce Your Risk of Being Dumped

1. Make sure lover's net benefit with you is larger than competing love.
2. Keep lover's search cost for another love high by limiting his/her social network size.
3. Lower lover's attractiveness by undermining his/her financial success.
4. Keep lover's maintenance cost with you lower than competing love.
5. Lower lover's risk of being dumped by confessing your love often.
6. Show commitment using a promise or engagement ring.
7. Become jaded. Grow thick skin and get a heart of stone. Become immune to being dumped.
8. Pursue people who are shy, unattractive, or unwanted.

Breakup Cost

This is the cost of breaking up. There are many costs you may have to pay. Breakup cost is the main reason why people become stuck in dysfunction or mediocre relationships. Mathematically, breakup cost is written as:

breakup cost = breakup emotional cost +
breakup financial cost +
total benefit from current love +
unrealized invested cost from current love +
replacement cost for another love +
previous friendship loss*

replacement cost for another love = search cost for another love +
rejection cost for another love +
research cost for another love

*Note: Only include for love that accidentally evolved from a previous friendship.

1. Breakup Emotional Cost

If you are the one being dumped, your emotional cost may be lowered self-esteem, depression, loneliness, and/or regret. If you are the one who initiated the breakup, you may feel guilty for inflicting so much pain on your former lover or wasting his/her time. Both you and your former lover may suffer love withdrawal symptoms, such as anxiety, insomnia, and loneliness after the breakup.

Insights and Predictions

1. The person who initiates the breakup will have less breakup emotional cost than the person who is being dumped.
2. People who neglect their friends while in a relationship will have a harder time breaking up.

Tactics to Decrease Breakup Emotional Cost of Lover

1. Make them breakup with you. Set free all your neuroses.
2. Blame the reasons of breaking up on yourself.
3. Encourage lover to keep and maintain strong emotional support network while he/she is with you. Keep his/her friends.
4. Promise to remain friends after breaking up.

Tactics to Decrease Your Breakup Emotional Cost

1. Initiate a preemptive breakup. Dump lover before he/she dumps you.
2. Be spiteful and scornful. Blame everything on former lover and convince yourself that former lover was evil or a loser.
3. Go see a psychiatrist and ask to be placed on an antidepressant and sleeping meds.
4. Seek emotional support from your friends and family.
5. Move on and begin searching for another lover.

2. Breakup Financial Cost

If your relationship was serious, additional financial cost may emerge. If you are married and getting a divorce, your former spouse may be entitled to half of your net worth. Also, you both may have to hire divorce lawyers. You may have to pay alimony if you have children. If you moved in with your lover, you may have to find another place to live. If you are engaged, your fiancé may decide to keep the engagement ring.

Insights and Predictions

1. Reason why cohabitation and marriage will increase commitment.
2. Reason rich people have prenuptial agreements.
3. People usually stay in unhappy marriages for the sake of their children and themselves.
4. Women can use pregnancy to trap male lovers into commitment.

Tactics to Decrease Your Breakup Financial Cost

1. Make lover move in with you.
2. Do not get engaged or married.
3. Do not have children together.
4. Make lover sign a prenuptial agreement.
5. Do not make lover a business partner or let him/her share your bank account.
6. Liquidate your assets. Move all your money to a Swiss bank account before breaking up.
7. Kill spouse or lover. Do not get caught.

3. Total Benefit of Current Love

When love ends, all benefits of that love are lost.

4. Unrealized Invested Cost of Current Love: Emotional, Time, and Financial Cost

As a relationship's duration increases, the total cost of love increases. After breaking up, the expected returns from invested cost of finding, researching, and maintaining your doomed relationship will not be fully realized. As people invest more time, money, and emotions into a relationship, people become more committed to the relationship. It is hard for people to admit to themselves that they have made the wrong choice and have wasted their time, money, and emotions on the wrong person.

Insights and Predictions

1. Reason why fraternities and sororities haze their new members.
2. Reason why people play hard to get.

Tactics to Increase Unrealized Invested Cost for Both

1. Extend the relationship as long as possible in order to trap lover in the relationship.
2. Convince lover to give you one more chance. This time, you will change.

Tactics to Decrease Unrealized Invested Cost for Both

1. Have deadlines and milestones in relationships. If milestones are not reached, end the relationship. Otherwise, you will be stuck in that relationship. Do not have relationships that last for years if you are not soulmates.
2. Cut your losses. Accept the fact that finding a soulmate is trial and error.

5. Search Cost for Another Love

What is your search cost of finding someone comparable or better than your existing lover? If the relationship ends, could you find another love? What will the market for you look like?

Insights and Predictions

1. Reason why people make an issue about their lovers having close friends of the opposite sex.
2. A fight will occur if your lover catches you looking at an attractive person of the opposite sex.

Tactics to Increase Lover's Search Cost for Another Love

1. Work hard to increase lover's net benefit. Happy customers remain loyal. The better you are, the harder for your lover to find someone better.

Tactics to Lower Your Search Cost for Another Love

1. Continue to expand and maintain your social network while in a relationship.
2. Use a traditional or online dating service.
3. Always keep qualified potential soulmates as friends. Keep them on the back burner.
4. Cheat on lover. Do not get caught.

6. Rejection Cost for Another Love

What is the rejection cost for another love? How will you feel if you are rejected by another love?

7. Research Cost for Another Love

What is the research cost for another lover? How much more time, money, and energy will be spent to verify that your next lover will be the right one.

8. Previous Friendship Loss

This cost refers to love that had arisen unexpectedly from a friendship. This cost was invested before the relationship started so this cost differs from the cost that was spent while in love. Usually the best loves are those that started off as friendships. However, the question, whether falling in love would change or end the friendship if the relationship ends, always becomes a big issue.

Tactics to Minimize Previous Friendship Loss

1. Have preset guidelines before crossing the line.
2. Claim temporary insanity. Blame it on alcohol or other situational forces for crossing the line.

CHAPTER 5: Attraction

SPREAD THIS INFORMATION

If you want to help solve dating, please spread the word by:

1. Be a supporter by joining our mailing list at www.solvedating.com.
2. Send friends a link to www.solvedating.com so they can download it.
3. Send this eBook to friends as an attachment. (better to send the link)
4. Print, copy, and give it to friends and family.
5. Download, print, copy, and post the flyer to support the campaign.

Attractiveness

There are four ways to be attractive. First, you have the qualities to fulfill the needs of others. Second, you show confidence that you are able to fulfill the needs of others. Third, if you lower the love costs of others, you could become more attractive. Finally, you will be attractive if you are able to recognize or create situations that make you more attractive. Mathematically, attractiveness is written as:

$$\text{attractiveness} = \begin{aligned} &\text{qualities to fulfill needs of others} + \\ &\text{confidence to fulfill needs of others} + \\ &\text{lowering love costs of others} + \\ &\text{situation forces} \end{aligned}$$

Qualities to Fulfill the Needs of Others

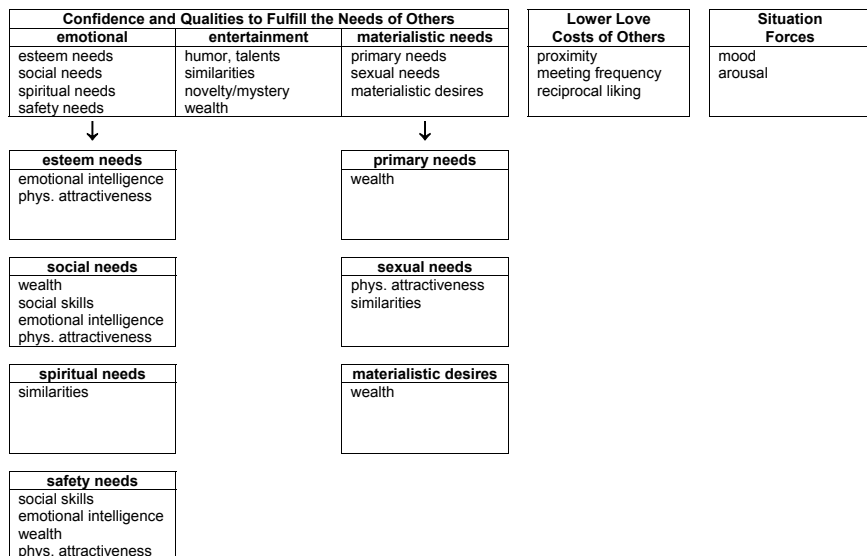
1. Physical Attractiveness - sexual arousal, strength, and size
2. Similarities - attitudes, goals, background, interests, intelligences, sex drives, etc...
3. Social Skills - social etiquette, good hygiene, communication skills, social networking skills
4. Emotional Intelligence - self-awareness, managing emotions, empathy, managing emotions in others
5. Entertainment – humor, talents, novelty/mystery
6. Wealth

Lowering the Love Costs of Others

1. Proximity
2. Meeting Frequency
3. Reciprocal Liking

Situation Forces

1. Mood
2. Arousal



Qualities to Fulfill the Needs of Others

1. Physical Attractiveness

Good-looking people are approached more often than homely people. Thus, their social networks are naturally larger and they are more popular. They seem to have better communication skills and they make more money. Also, being around good-looking people makes you more attractive. Your esteem needs might be met because you may feel better about yourself for being able to attract a beautiful lover. Good-looking people are more sexually arousing and have better sex lives.

Variables that influence physical attractiveness are facial features, body type, weight, and height. These parameters should be close to the mean of population. Social influences, such as the media, dictate what is beautiful and what is not. Aging affects physical attractiveness. As people age, skin wrinkles or becomes pigmented, things tend to sag, and balding occurs. Also, metabolism slows down leading to unwanted weight gain. Society tells us that these aging signs are not attractive. Any physical disabilities or deformities are also considered not attractive by society.

Biases towards physical attractive traits stem from evolution because they were attractive for breeding and survival. Any deviations of physical appearance were possible signs of illness or disease. Young looking, large breasted women with low waist-to-hip ratio represented health as well as the ability to bear and nurse babies. Tall and athletic males were more attractive because they were better able to protect and provide for females and their offspring.

Needs Satisfied

1. esteem needs
2. social needs
3. safety needs
4. sexual needs
5. materialistic desires (through increase in wealth)

Insights and Predictions

1. Less physically attractive people work harder to meet people than physically attractive people.
2. Younger actresses have more and better movie roles.
3. Facial features' measurement of attractive people are the average of the population. Average weight, height, and breast size will also be considered most attractive.
4. People who date for sex will value physical attractiveness the most.
5. Both female and males value physical attraction equally.
6. Explains why heroes are always good looking and villains are always ugly.
7. Men prefer women who are shorter than them. Women prefer men taller than them.
8. Explains why men prefer younger women and women prefer older men.

Tactics to Increase Your Physical Attractiveness

1. Pursue people who are not physically attractive.
2. Resort to plastic surgery. Get yourself a nose job or new breasts (for women only).
3. Improve your smile. Get braces, teeth whiten, or dental work.
4. Exercise to lose weight or to get an athletic body.
5. Go to a dermatologist to improve your acne condition.
6. Wear makeup (for women only).
7. If balding, try Rogaine or consider a hair transplant.
8. Be fashionable and wear nice clothes.
9. For men who are short and not athletic, hire a bodyguard or learn martial arts.

Tactics to Decrease Physical Attractiveness of Love Interest

1. Cook high fat meals and discourage exercising.
2. Induce stress to cause acne.

3. Tell female love interest that she looks better without cosmetics.
4. Buy love interest clothes that are out of fashion.

2. Similarities

People usually like people who are like themselves. The more things you have in common with people, the more likely you will love them and they will love you back. A lover who shares common dreams and ambitions will provide for your esteem needs easier. When someone shares similar hobbies and interests with you, there is little conflict about what to do for entertainment. If you and your lover share similar attitudes about sex and have similar sex drives, you are more sexually compatible. Also, if both of you are materialistic to the same degree, there will be less arguments about financial issues.

Having similarities makes it easier to understand one another and conflicts are less. Ideally, these factors should be similar: ethnicity/culture, language, intelligence, emotional intelligence, schooling, income, social economic status, moral/values, hobbies/interests, religion, ambition, life goals, sex attitude/drives, and family goals.

Needs Satisfied

1. esteem needs
2. social needs
3. spiritual needs
4. entertainment needs
5. sexual needs
6. materialistic desires

Insights and Predictions

1. Similar people usually congregate together. Examples are clubs or organizations.
2. Cross-ethnic marriages have higher divorce rates than same-ethnic marriages.
3. Intelligent people will find intelligence more attractive than those who are not.
4. People who do not like themselves will be attracted to those opposite to them.
5. Similarity in attitudes about social roles explains why some opposites appear to attract each other.

Tactics to Increase Similarities

1. Increase your love odds by joining clubs or activities that you enjoy.
2. Surround yourself with people who are similar to you.
3. Do not pursue people who are different from you.
4. Become interested in love interest's hobbies and interests.
5. Convert to love interest's religion.

3. Social Skills

Social skills are social rules to allow people to interact. These skills include social etiquette, good hygiene, communication skills, and social networking skills. People who do not have good social etiquette or hygiene may embarrass the people they are with, thus lowering social benefits or making social benefits negative. Social etiquette and good hygiene are also important for people to like you and affect your ability to keep friendships. Communication skills facilitate understanding and maintaining friends. They also help to avoid and resolve conflicts. Also, couples with good communication skills have better sex lives.

Good etiquette, good hygiene, and communication skills affect social networking abilities. For most people, social networking skills are attractive because these skills can be used to gain popularity and to increase social status. People with friends also have access to emotional or financial support in stressful times. Therefore, having social skills can be used to fulfill safety needs as well.

Needs Satisfied

1. esteem needs (through communications skills)
2. social needs
3. safety needs
4. sexual needs (through communications skills)

Insights and Predictions

1. People who have good etiquette and hygiene are more popular than those who do not.
2. People who have good relationships are usually good communicators.
3. Popular people are more attractive, especially in high school or college.

Tactics to Increase Social Skills

1. Memorize Emily Post's Good Etiquette book.
2. Bath or shower daily. Use deodorant if you have bad body odor.
3. Brush your teeth and carry mints. Ask your friends to alert you if you have bad breath.
4. Do not pick your nose or pimples in public.
5. If you have dandruff, use dandruff shampoo. Always watch your shoulders if wearing dark shirts or jackets. Do not scratch your head in public.
6. Do not talk too much. Listening is a large part of having good communication skills.
7. Learn to schmooze. Get e-mail, instant messaging, a PDA, and a cell phone to keep in touch with friends.

4. Emotional Intelligence

Emotional intelligence, according to Daniel Goleman, is defined as five qualities.

1. Knowing one's emotions - ability to identify one's emotion in real time.
2. Managing emotions - ability to neutralize negative emotions like anxiety, stress, and depression.
3. Motivating oneself - delay gratification or emotion impulses.
4. Recognizing emotions in others - empathy, the ability to recognize other's emotions.
5. Handling relationships - ability to manage the emotions of other's.

These qualities are important to support other's esteem needs and to avoid or resolve conflicts. Empathy is necessary to develop intimate relationships and is crucial to fulfill esteem needs.

Socially, emotional intelligent people will have more friends and are well liked. They are more popular and have larger social networks. Contrary to common sense, emotional intelligence is a more powerful indicator of income than intelligence. Besides fulfilling social needs, materialistic needs could be met by the indirect increase in income. The ability to control other people's emotions is usually useful in relieving stressful situations and avoiding conflicts. So emotional intelligence is a quality that can be used to fulfill safety needs as well.

Needs Satisfied

1. esteem needs
2. social needs
3. safety needs
4. primary needs (through increase in wealth)
5. materialistic desires (through increase in wealth)

Insights and Predictions

1. Leaders and popular people usually have high emotional intelligence.

Tactics to Increase Emotional Intelligence

1. Read books on emotional intelligence.
2. Take anger management or conflict resolution classes.
3. Take sensitivity training classes.

5. Entertainment

Certain personality traits have entertainment value. Most people prefer to be around people who are funny and interesting. People who value intellectual stimulation prefer people with intelligence or education. People who like novelty or mystery would be

attracted to people who are different or mysterious. People who love music, art, or literature will be attracted to musicians, artists, or writers, respectively. Also, having common hobbies and interests is very attractive because it makes entertainment decisions easy. Lastly, wealth can buy entertainment. For example, if you like traveling, fine dining, or buying expensive things, wealth indirectly has entertainment value.

Insights and Predictions

1. Entertainers and athletes are highly valued society members and are paid well.
2. Intelligence is only attractive to those who need intellectual stimulation.
3. Most forms of entertainment require money.
4. Explains why some people are attracted to troubled people. Some people enjoy rescuing or fixing up screwed-up people. (Florence Nightingale or White Knight syndrome)
5. Explains why good girls like bad boys. Bad boys are more exciting than good boys.
6. Explains why pop and rock stars are loved by millions.

Tactics to Increase Entertainment Value

1. Be funny at all cost.
2. Keep up on current events or information that maybe of interest to love interest.
3. Learn how to play a guitar or piano.
4. Pursue people who have no talents, hobbies, who do not read, or have boring jobs. Pursue people who always complain they are bored or have "time to kill".
5. Become rich and buy entertainment.

6. Wealth

Those who say money can not buy love are wrong. However, it is only one of many attractive traits and it will not guarantee everlasting love alone. Money can be used to increase social status, buy financial and physical security, provide primary needs, and fulfill materialistic desires. Rich people are less attracted to other rich people because their needs are already fulfilled. It is more likely that rich people are attracted to other rich people because of similarities in lifestyle, background, social status, or education. Wealthy people are usually more powerful, have more friends, dress better, able to afford orthodontists, dermatologists, or plastic surgeons, and usually are more educated.

Needs Satisfied

1. social needs
2. safety needs
3. entertainment needs
4. primary needs
5. materialistic desires

Insights and Predictions

1. Money buys love by increasing your attractiveness to people who are poor or people who have unmet materialistic desires.
2. Wealth is an indicator for other attractive traits such as intelligence, emotional intelligence, ambition, energy levels, diligence, responsibility, and perseverance.
3. Popularity and physical attractiveness are more important to young women. Wealth and social status are more important to mature women.
4. Financial problems are the most common reasons for relationship conflicts and divorces.
5. Rich and powerful people are considered more attractive by society.

Tactics to Increase Attractiveness Using Wealth

1. Become rich and powerful through inheritance, education, business, investments, or crime.
2. Spend money to improve physical appearance and wardrobe.
3. Buy a nice house, drive an expensive car, and wear expensive clothing and jewelry.
4. Buy expensive gifts if love interest likes material things.

Confidence

Besides having attractive qualities, confidence is very important. If you have attractive qualities but do not appear or act as though you do not have them, you are not attractive. An attractive person growing up in a family where he/she is told repeatedly that he/she is a loser will have low self-esteem and confidence. Another example is when an attractive woman thinks she is too fat because of the media. On the other hand, a nerdy rich guy has very high self-esteem and confidence because society tells him that he is an attractive mate. You may not have attractive qualities, but if you can appear confident that you have them, you will appear attractive.

Insights and Predictions

1. People who think they are attractive are more resistant to love and likely to be more selective.
2. People with low self-esteem or low confidence are more susceptible to love.

Tactics to Use Confidence to Your Advantage

1. Pursue people with low self-esteem or confidence.
2. Verbally abuse lover, always telling he/she is ugly, fat, and unwanted. He/she will never find another person to love him/her besides you.

Tactics to Increase Your Confidence

1. Be successful at your career and other life goals.
2. If in school, get good grades, be a cheerleader or a jock, or run for student body office. Be popular.
3. Take care of yourself and always improve physically, intellectually, emotionally, and spiritually.
4. Brainwash yourself by looking in the mirror everyday and telling yourself that you are an attractive person.

Lowering Love Costs of Others

1. Proximity

Many studies have shown that geographical proximity is the most robust variable to predict if people would be couples. Contrary to common sense, people fall in love with people who are geographically close to them, rather than other compatibility factors. Being nearby lowers other people's search, research, and maintenance costs, making you more attractive.

Insights and Predictions

1. People who live close together are usually friends.
2. Long-distance relationships are difficult.
3. Explains the attraction to the "girl next door".

Tactics to Increase Attractiveness by Using Proximity

1. Pursue people in your neighborhood, at work, or at school.
2. Avoid long-distance relationships unless you can afford it.
3. Live near or hang out where there is heavy foot traffic.

2. Meeting Frequency (Exposure)

Psychological studies have shown that the more you see someone, the more attractive they get. The probable underlying reason is that the more time you spend with strangers, the more you get to know them. A stranger becomes more familiar and you both begin to share similar experiences. Also, being available is always attractive because you will have more opportunities to fulfill the needs of others.

Insights and Predictions

1. The suitor with the most face time will have the best chance of winning love.
2. Time spent with love interest will increase similarities.
3. Explains why affairs with co-workers are very common.
4. Avoid seeing lover or his/her picture will decrease your love.

Tactics to Increase Meeting Frequency

1. Be with love interest physically as much as possible.
2. Instant message love interest often.
3. Buy a digital camera and e-mail love interest pictures of yourself often.
4. After being rejected, ask to be a friend. Work on love interest in stealth mode.
5. Monitor other suitors' time spent with love interest.
6. Give lover framed pictures of yourself and make him/her display them in his/her office or home. Also, give lover a locket to wear about his/her neck.

3. Reciprocal Liking

Studies show that people generally like people who like them back. The reason is because it lowers their rejection cost, breakup risk, and breakup costs.

Insights and Predictions

1. Playing hard to get is a bad idea because it increases rejection and research costs.
2. Popular people are usually nice people.

Tactics to Increase Reciprocal Liking

1. Do not be shy. Tell love interest you are attracted to him/her.
2. Compliments and flattery are always good.
3. Always tell those you love that you love them.

Situational Forces

1. Mood

The mood of your love interest affects how attractive you are. If your love interest is in a good mood, he/she will view you more attractive. If he/she is in a bad mood, you will also be more attractive if you are in a good mood.

Insights and Predictions

1. Very moody people will fall in love faster and more frequently.
2. Reason why people use wine, scented candles, lingerie, and romantic music.
3. People who play romantic guitar will get laid more often than those who do not.
4. Explains why being funny and happy is always attractive.

Tactics to Influence Mood

1. Plan dates at romantic locations.
2. Have a romantic music collection and invest in top-of-the-line stereo systems for home and car.
3. Wear love interest's favorite scent.

2. Arousal

People are more susceptible to love if they are in emotional or stressful situations. If you are present at these situations, you will be viewed as more attractive. When people have bad or good news, they need someone to share the news with. Being present at emotional or stressful situations allows you opportunities to fulfill esteem, social, and safety needs of others. In other words, you are able to provide the benefits of love.

People also may mislabel another emotional or physical arousal for sexual arousal. There are numerous studies that show people, who were emotionally or physically aroused, to misjudge the attractiveness of others. Unattractive people will be viewed as more unattractive, while attractive people will be viewed as more attractive.

Insights and Predictions

1. Obstacles and stressful events either tear couples apart or make them closer.
2. People are hornier if emotionally or physically aroused.
3. Using cocaine or speed before sex will enhance sexual pleasure.
4. Explains why guys with fast cars will get laid easier.
5. Explains why people wear cologne and perfume.

Tactics to Influence Arousal

1. Drive fast and dangerous on a date.
2. Bring love interest to a very violent or highly emotional movie.
3. Start an emotionally charged fight and then apologize afterwards.
4. Flatten a tire on love interest's car and be there to fix it.
5. Assuming love interest is already attracted to you, spike his/her food and drink with caffeine.

Other Attractive Traits

There are many other attractive traits that are not mentioned in this chapter. The reason why is because these traits can be derived from these main attractive traits. Please see Appendix A for explanations of other attractive traits.

CHAPTER 6: Weaknesses of the Model

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Happiness, Anxiety, and Stress Measurements

Until genomic researchers can isolate the genes for happiness, anxiety, and stress, these dispositions are usually hard to predict.

Miscalculations of Love's Benefits and Costs

People who are in love are usually blind. They are unable to accurately judge the benefits and costs of being in love.

Selectiveness Misperception

The Model assumes people are smart enough to calculate simple statistics and probability. However, heuristics, or mental short cuts, may distort perception. Examples of distorted selectiveness perception are:

- Fashion model photographers may believe that the probability of meeting physically attractive people is higher than normal.
- College students may overestimate the percentage of singles in the population because they are surrounded by an abundance of eligible singles.
- Shy people or people with inadequate social exposure, may not have a big enough population sample size resulting in distorted selectiveness perception.

CHAPTER 7: Existence of Soulmates and True Love

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Soulmate Theory

There are two types of people in this world, those who believe in soulmates and those who do not. The soulmate believers believe in soulmate theory while people from the other group believe in work-it-out theory. The table below illustrates the difference in beliefs.

<u>Soulmate Theory</u>	<u>Work-It-Out Theory</u>
There is one (or very few) right person(s) for me.	There are many people with whom I can be happy with.
Love is discovered.	Love is built over time.
The right person is ideal or close to perfect for me.	Person is not expected to be a perfect fit.
Finding the right person is the most important factor in a successful relationship.	Effort is the most important factor.
Passion is of great importance.	Passion is relatively unimportant.
People are hard to change.	People can change.

Source: Franiuk, Cohen, and Promerantz. 2002

If a soulmate believer believes he/she is with the right person, he/she is more satisfied with the relationship than a work-it-out believer. Soulmate believers who do not think they are with the right one are less satisfied than work-it-out believers.

Insights and Predictions

1. Perfectionists, overachievers, idealists, dreamers will more likely be soulmate believers, while realists are more likely to be work-it-out believers.
2. Soulmate believers have fewer and shorter relationships than work-it-out believers.
3. Soulmate believers will more likely prefer romantic movies or love songs.

Soulmate Ratio

Now that all the variables of the Model have been explained, we can now attempt to define what is a soulmate. Based on the Model, the person who gives you the highest benefit per cost ratio on this Earth is your soulmate. The benefit to cost ratio is called your soulmate ratio. Mathematically, the ratio is written as:

$$\text{Soulmate Ratio} = \text{Total Love Benefit} / \text{Total Love Cost}$$

Your soulmate is the person who will maximize your soulmate ratio and vice versa. If another person exists that has the ability to give you a higher soulmate ratio than the person you are with, then the person you are with is not your soulmate. No one in this world, including being by yourself, could make you happier than being in love with your soulmate. **True love is the love you share with your soulmate.**

Some people believe that a potential soulmate may be living halfway around the world. Based on the Model, the odds are against this happening due to cultural differences unless you just moved from there. Also, geographical distance will increase search, research, and maintenance costs. Unless one of you decides to take the risk to move to the other person's location, he/she is not your soulmate.

The longer you are in love with your soulmate, the higher the soulmate ratio becomes. Better communication skills will emerge and you both will share more experiences resulting in more similarities. It is only after you finished the research phase and had been in love for many years can you determine if the person you are with is indeed your soulmate.

Number of Soulmate Believers

According to a 2001 Gallup survey of 1003 Americans, age 20-29, for the Rutgers University's National Marriage Project, 94% want a soulmate for a spouse "first and foremost." Of these, 87% believe they will find a soulmate when they are ready to marry. However, evidence from marriage studies show that the majority of these singles will never marry their soulmates. According to marriage statistics, they are more likely to be divorced. According to a recent report from the Centers of Disease Control and Prevention, 50 percent of first marriages end in separation or divorce within 20 years. Also, 9 out of 10 (88%) Americans in their 20s thought the divorce rate is too high.

The Evidence

Because most people, who are planning to marry or have been recently married, would claim that they have found their soulmates, the evidence would be biased. Therefore, we would want to look at studies of long-term marriages, those that have lasted more than 10 years. I have gathered all the long-term marriage studies and excluded all studies that did not report marital satisfaction and those that did not differentiate very happy from happy. The studies that were included are reported below.

Researchers	# of Couples	Duration (years)	Criteria	Soulmate Couples
Wallerstein & Blakeslee, 1995	50	range 9-40, average 21	"romantic marriages"	4
Sharlin, Hammerschmidt, & Kaslow, 1992	563	average 35	extremely happy, longevity of marriage was due to love	62
Weishauss & Field, 1988	17	range 50-69	close and vital	3
Alford-Cooper, 1998	576	average 52	lesser of very happy wives or very happy husbands	296
Bachand & Caron, 2001	15	Range 38-54, average 43.2	lesser of wife or husband reporting longevity of marriage was due to love	3
Lavee & Olson, 1993	8,385	average 10	"vitalized"	312
Lauer & Lauer, 1987	351	range 15-61, average 25	likes mate, both happy	116
Total	9,957	average 15		796

Percent of Soulmate Couples = 8%

or

1 out of 13 of marriages that have lasted at least 15 years

Chances of Marrying Your Soulmate

If only 8% of long-term married couples have actually married their soulmates, what will be the chance that a newly wedded couple have? The average marriage length of our 9,957 long-term marriage sample is 15 years. Taking the current divorce rate for marriages of 15 years is 43%, for anyone who is getting married, the chance that they have married their soulmates is 3.4%. In other words, 1 out of 30 newly wedded couple would have found true love. The calculations are as follows:

$$\begin{aligned} \text{\% of married people that are actual soulmates} &= \text{percent of divorce} \times \\ &\text{percent of soulmate couples} \\ &= .43 \times .08 \\ &= .034 \end{aligned}$$

$$\begin{aligned} \text{\% of newlyweds that are actual soulmates} &= \mathbf{3.4\%} \\ &= \mathbf{1 \text{ out of } 30 \text{ newlyweds}} \end{aligned}$$

CHAPTER 8: Current Methods of Finding Soulmates

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On Your Own

You expand and maintain your existing social network to increase your odds of finding your soulmate. Most common social places include bars, clubs, parties, bookstores, coffee shops, grocery stores, churches, weddings, professional conventions, and gyms.

There are five types of social networks:

Social Network Types

1. Family & Close Friends
2. Work
3. Religious
4. Community
5. Activity-based

Your work network includes your co-workers or classmates. Religious ones include people whom you socialize with at church, mosque, temple, or other religious institutions or events. Community networks are organizations like Habitat for Humanities and other volunteer associations. Examples of activities-based networks are the Sierra Club, Bingo night, a gym, a bowling club, or a softball league. Lastly, there are your family and close friends. After processing the people in your networks, you use your circle of friends to go to bars, clubs, parties, and other social events to expand your social network in order to find your soulmate.

Weaknesses

1. Time Constraints

Most people work full-time. People have domestic tasks such as grocery shopping, laundry to wash, and house chores. Also, we have a circle of close family and friends to maintain. To maintain more than 3 social networks that do not overlap will be very time demanding.

2. Narrow Social Reach

Rarely do people have all five active social networks. None of these networks have to be independent of each other. Some networks overlap so you could have people belonging to two networks simultaneously. Your activity friend can be a co-worker. People in your religious network can be the same people in your community network. A co-worker can also be a close friend. Thus, people usually have 1 or 2 social networks. You will be lucky to have 2-3 networks with some overlapping. In addition, the sizes of your social networks are usually small. It is rare to have a social network that is larger than 100 people.

3. Low Frequency of Meeting

Community, religious, or activity-based social networks usually meet periodically. At a bar or club, you may only have a few minutes to judge. If meeting frequency is low or nonexistent, people will be judged on physical appearance alone.

Virtual Communities

In recent years, some Internet companies have tried to facilitate online social interactions. E-mails have been shown to facilitate maintaining local and distant friendships. Most of these companies have failed to deliver a total social networking solution to members. However, most do have at least one partial solution to the whole problem. Even so, some of these tools have disadvantages compared to real social interactions.

Weaknesses of Online Interactions

Online interactions refer to chat rooms, instant messaging, and message boards. The Internet has become a popular place to socially interact. The evidence is the increasing popularity of chat rooms and virtual communities. America Online uses this popularity to market its services. ICQ has over 135 million members. AOL Instant Messenger has over 69 million AOL Buddies. According to a recent study, hours online have increased while television time has decreased. Recent market research estimates that an average Internet user will be online for 4 hours each day. Two-thirds of members of online forums reported forming offline friendships. Most experts believe that the Internet should be used to initiate or facilitate social interactions. However, it could not replace live meetings due to many disadvantages.

1. Ineffective Communication

The first disadvantage of online social interactions is that people are unable to fully express themselves online. Nonverbal cues such as body language, facial expressions, and pitch or tone of voice, are absent from online interactions. A classic study by Roxanne and Turoff reported face-to-face meetings expressed more agreement with one another. In contrast, online groups made more remarks to express disagreement and fewer remarks to relieve tense situations. Rodney Fuller, from a latter study researching impression formation, found that mistakes about warmth and coldness of individuals online were very common. To substitute for the lack of nonverbal cues, people online have created emoticons such as a smile, frown, or stick our tongues out as well as linguistic “softeners” like the words “y’know” and “like”.

2. Slow Impressions

Secondly, the rhythms of impression are slower and choppier than face-to-face interactions. Delays of a few seconds may convey false hesitation or disinterest. The rhythms of email or discussion forums are even slower. Joseph Walther reports from his study of computer-mediated interaction that these delays make people seem colder than they would be if face-to-face interactions had taken place. Also, the online group took about 3 times the period of the face-to-face group to develop impressions of each other in the group.

3. Increased Social Isolation

Finally, the Internet has increased social isolation in the United States. A recent Stanford study of 4,113 individuals reported that the more time people spend using the Internet, the more they lose contact with their social environment and the more time they spend working at home or at the office. Surprisingly, the researchers reported that chat rooms are for the young and the anonymous. Using chat rooms substantially decreases after age 25.

Personal Ads

Personal ads are newspaper ads that usually consist of a few lines. These ads are usually free and publishers make money by charging telephone fees when an interested person calls to answer the ad. Usually, the telephone fees are a few dollars per minute.

Weaknesses of Personal Ads

1. **Inadequate Membership Size** - At most only a few hundred ads are available.
2. **Physical Appearance Can Not Be Judged** - No photos are published along with ads.
3. **Financial Cost** - Phone bills may add up.
4. **Short Description** - A few lines of text are given to describe yourself and your criteria.

Traditional Dating Services

Professional matchmakers run these services. The owners of these boutiques, because of their abilities to grow and maintain large social networks, are able to help people find their soulmates. The larger ones, usually franchises, are able to afford direct mail marketing or radio ads. These services are usually referred to as library dating because members checkout videos and profiles of other members. The largest traditional dating services are Great Expectations, Together Dating Service, Matchmakers International, It’s Just Lunch, and Perfect Match. These services usually cost hundreds of dollars to a few thousands dollars per year.

Weaknesses of Traditional Dating Services

1. Inadequate Membership Size

Great Expectations, the largest traditional dating service has a total of 175,000 across the United States. This means at most a few thousands to tens of thousand potential singles per city. Keep in mind that only about half of the members are of the opposite sex.

2. Financial Cost

These services may cost in the upper hundreds to a few thousand dollars a year. This cost limits the membership growth to only people who are able to afford it.

Online Dating Services

Jupiter Media estimates that about 20 million singles are currently using online dating services. Jupiter projects by 2004, 40 million people will be using these services. In 2003, the online dating sector grew 37% to a \$313 million market. Despite increasing social acceptance of online dating services, there are several weaknesses in the current business model.

Weaknesses of Online Dating Services

1. Physical Appearance Can Not Be Judged

The first disadvantage of online dating ads is physical appearance can not be judged accurately. Many studies have stressed the importance of physical attraction for romantic relationships to start. This is particularly important to men. Many online dating services allow members to post pictures. However, only a small percentage of members do post their pictures along with their profiles.

The main two reasons for the lack of interest in posting pictures are related to privacy and the lack of technological knowledge. One of the big advantages of online personals is anonymity and posting your picture defeats this purpose. Also, in order to post pictures, a member must either have a digital camera or scanner. Connecting these devices maybe difficult for some people. After having a digital picture, a member must have a clear and easy way to upload it to the site. Pictures come in different sizes and need

to either be cropped or shrunken to fit the default size dictated by the online dating service. As a picture is modified, its quality or size decreases reducing the information used to judge physical appearance. In addition, most pictures are headshots so body types are hard to judge.

2. People Can Be Dishonest or Exaggerated

The second disadvantage is people are able to be more dishonest online. Studies of online communities have shown that dishonesty occurs often. People can exaggerate about themselves making them more attractive than they really are.

3. Financial Cost

Most sites charge monthly fees in order for members to contact other members. These monthly fees usually range from \$20-50 dollars. Added to the cost of these monthly fees is the cost of meeting for a date after online contact has been initiated. If people do not own a digital camera or scanner, they must purchase one if they wish to post their pictures. This will add a few hundred dollars to the cost.

4. Lack of Detailed Profiling

With the exception of the leading online dating services, most online dating services do not supply enough personal information to allow members to judge each other accurately. Most do not allow members to write in detail information about important issues such as family, religious beliefs, or career. Only the leading services have questionnaires allowing members to indicate how important each profile parameter is to each member. Most online dating services use very simplistic matching technology and are only able to match simple profiles. The drawback to detailed questionnaires is that they are very tedious to fill out, scaring most members away.

5. Inadequate Membership Size

In order to attract new members, online dating services must have a large database of members. Ambiguous reporting of the size of the database exists with the leading online dating services. Even when a company reports that they have millions of members, only a small percentage of members are active or subscribing members. Some people are on or visit multiple online services inflating the membership numbers. To inflate total membership numbers, some sites do not allow or make it difficult for members to suspend or delete their profiles. Members also forget to suspend or delete their profiles, inflating the numbers as well. What good is a member if he/she has not used the service in over 3 months?

Online dating services like virtual communities follow the McCluff rule. The bigger the network the more valuable the network becomes. Apply this to online dating, the bigger the membership size, the better the odds that members will find their soulmates. From studying the membership acquisition rates of online dating services as well as virtual communities, a large amount of marketing and sales budget must be invested to reach critical mass. Because these sites are businesses and the two leading services are run by

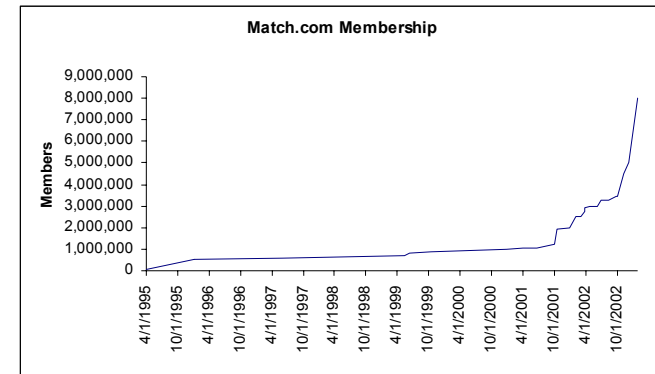
publicly traded companies, they need to make money either through membership fees and/or advertising. Revenue is also needed to offset the technology cost of maintaining these services. These costs include bandwidth, servers, web/database administration, and programmers.

Unique Visitors of Leading Online Dating Services (in thousands)

Online Services	October 2001	June 2002
MATCH.COM	2,841	5,952
Yahoo! Personal	5,810	3,416
DREAMMATES.COM	1,481	1,546
CUPIDJUNCTION.COM	875	1,037
DATE.COM	495	1,010
Matchmaker Sites	634	1,002
FRIENDFINDER.COM	1,524	982
KISS.COM	1,111	863
UUPDATE.COM	638	848
LAVALIFE	422	754

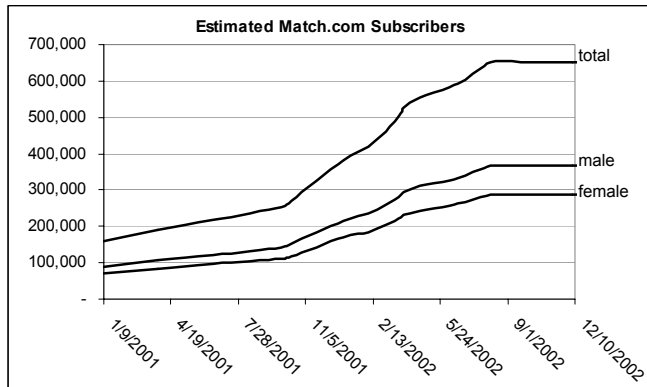
Source: Jupiter

Below is the estimated membership growth history for Match.com, the leading online dating service. The recent spike in growth may be due to the acquisitions of Kiss.com and Udate.com in late December 2002. The majority of reported members are non-subscribers.



Source: Company's Estimates based on Match.com's Press Releases

According to Match.com, as of the end of 2002, currently **only 653,180 members are paying members**. This number is worldwide, so the probability of you finding your soulmate near you is very small. Remember that only half of the members are of the opposite sex. In order for two members to contact each other, both members must be subscribers. Below is a graph of our estimated numbers of Match.com subscribers.



Source: Company's Estimates based on Match.com's Press Releases

Because it is one of the most profitable divisions of Ticketmaster, a publicly traded company, I doubt it will be free anytime soon. Yahoo! Personals, the second largest service, is part of Yahoo!, a publicly traded company also.

6. Membership Retention Is Hard

Initially, online dating services are not very profitable businesses and take a long time to build critical mass to make them attractive to most singles. Maintaining and growing membership is a challenge because once a member finds a significant other, they tend to not use the service anymore.

7. Lack of Privacy Due to Advertising

To make up for the small number of active subscribing members, online dating services claim that their web sites have the most stickiness compared to other sites. Matchmaker.com reported that an average member spends an average of 90 minute per day at their site. Scanning through each profile takes a lot of time. Internet media measurement companies report that online dating web sites are the stickiest, surpassing leading portals like Yahoo! and AOL. Combining this stickiness factor and access to detailed personal profiles that visitors and members have posted, advertisers can effectively direct banner or e-mail ads. Thus, a lot of money can be made through direct advertising at the expense of members' privacy.

CHAPTER 9: How to Solve Dating

SPREAD THIS INFORMATION

If you want to help solve dating, please spread the word by:

1. Be a supporter by joining our mailing list at www.solvedating.com.
2. Send friends a link to www.solvedating.com so they can download it.
3. Send this eBook to friends as an attachment. (better to send the link)
4. Print, copy, and give it to friends and family.
5. Download, print, copy, and post the flyer to support the campaign.

The Solution

Here are the guidelines to solve dating. Many powerful companies and people will want to prevent the solution from becoming a reality. Because of the solution's potential disruptive ability to damage other dating solutions and various industries, the full details of the solution are kept secret until critical membership numbers are reached.

1. Service is Free or Extremely Cheap

Service is free so critical mass can be reached faster than online dating services. Members will not pay \$25 a month or \$150 a year when there is only 3 matches living near them. Cost of service has to be minimal and someone or some company has to absorb the cost initially. Membership retention is good and membership numbers have to be honest. Because of the lack of revenue, the solution will not be funded by venture capitalists or publicly traded companies.

2. Technology Has To Be Scalable and Fast.

Scalable means that the solution has to be strong and flexible enough to support tens of millions of users. The solution can not be database driven otherwise millions of dollars will be needed to buy central servers. It has to be more than a peer-2-peer network because the search speed throughout the network would be too slow. Also, someone or some company must absorb the software development costs of the solution.

3. Membership Acquisition Cost Is Nothing.

The solution does not require television commercials or millions of dollars in advertisement to attract members. It has to be so good that it will spread through word-of-mouth.

4. Attraction Needs To Be Accurately Judged.

Physical appearance can be judged accurately. Profiles need to be more detailed to give those who are not physically attractive a chance to be attractive.

5. Research Cost is Low

Because members have to meet in person, members have to be more honest. The solution gives members the ability to go on many economical and efficient dates to increase their odds of finding soulmates.

6. Ability to Mimic Natural Social Interactions

The solution has to be very close to how people normally meet their soulmates. In other words, there can be no speed dating, rapid dating, or other deviations. Because the solution mimics natural methods of how people meet, social acceptance and membership will be larger.

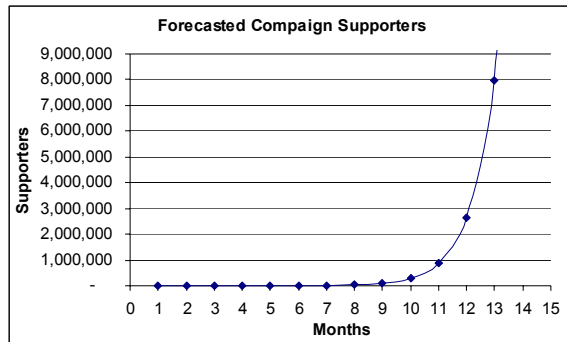
7. Must Be More Than a Dating Service

To build the largest membership base, the solution can not be exclusively used for dating. A large percentage of people may feel embarrassed to use a dating service. The solution must provide a total solution for all social networking functions. This way, everyone will have a good excuse to be part of it.

How You Can Help Solve Dating

1. Register at Our Website as a Supporter.

The more supporters we have, the faster we can solve dating. By having 1,000,000 supporters, we will reach critical mass to attract media attention to spread the word of our campaign. The larger the mailing list, the more leverage we have to attract national media attention. Below is the projected monthly numbers of supporters if each supporter only finds 3 new supporters each month. We only need 700,000 members to become the largest dating service in the world.



2. Share this Book to Friends and Family

You can help solve dating by referring your friends and family to the website so they can download the book. Make sure to remind them to join our mailing list.

3. Post Flyers

At our web site, there is a marketing flyer that is available to help spread the word about the campaign. Print, copy, and post it where people can read it.

4. Link to Our Website.

If you have a website, link to our website so we can appear at the top of Google's and Yahoo's searches. Be part of the SolveDating Network. At our website, there are pre-made buttons for you to link to us. Also, recommend our web site to other web sites that have a "Cool Site of the Day" feature.

5. Write an Article in a College or University Newspaper

Most great revolutions are started by college students. By focusing the campaign at colleges and universities, the campaign will spread faster because most people would know at least one student. Napster, the peer-to-peer music swapping service, started at colleges and universities. It was able to obtain over 20 million members in less than 12 months.

6. Improve the Manifesto

This book has to be the best book on love and dating. It has to be well written, accurate, and entertaining. Increasing the quality of this manifesto will increase the odds that it will be referred to other people to read. If you have comments, recommendations, artwork, or revisions to this manifesto, please contact me. If you run into a love scenario where the Model can not predict or explain what is happening, please tell me.

APPENDIX A: Other Attractive Traits

Attractive Traits	Derived Attractive Traits
parental potential, desire for children	wealth - a good provider emotional intelligence - good parental skills and disciplinary skills similarities - share same family goals and views of raising children physical attractiveness - physical traits are inherited
mentally/emotional stable	emotional intelligence - able to control emotions
ambitious	wealth - financial gains social status - fame
popularity, social status	social skills - able to expand and maintain large social networks emotional intelligence - people like you entertainment - fun
powerful	wealth - money buys power emotional intelligence - persuasive, influential social skills - have many powerful friends
fun, exciting, spontaneous, risk-taker	entertainment - highly arousing activities wealth - able to buy exotic and expensive entertainment
independent	wealth - financially independent emotional intelligence - not needy, good anxiety and stress coping skills social skills - diversified intimate social networks
religious	similarities - same morals and values, or religious background
disciplined, diligent (hardworking), loyal, faithfulness, responsible	emotional intelligence - delay gratification, control of emotional desires wealth - hard working people are usually rich
intelligent	similarities - same education level or intelligence entertainment - intellectually stimulating
leadership	social skills - good communicator, well-liked emotional intelligence - able to persuade people
conservative or liberal	similarities - same political or social attitudes
agreeableness	similarities
conscientiousness	emotional intelligence - able to persuade people, empathic
intellect-openness	similarities
sexually experienced, sexually compatible	entertainment - sexually entertaining similarities - similar sex drives and attitudes
kindness understanding	emotional intelligence - able to understand people, empathic
sex appeal	physical attractiveness
healthy, athletic	physical attractiveness

APPENDIX B: Translating English to Love Economics

English	Love Economics
Confidence	Belief that one is able to fulfill the needs of others.
<i>You are nice.</i>	<i>You are willing to fulfill my emotional, entertainment, and materialistic needs without any or little cost.</i>
Codependency or <i>I'm stuck in this relationship.</i>	Breakup cost is very high.
<i>I like bad boys.</i>	<i>I need my entertainment needs fulfilled by novelty and mystery.</i>
<i>You are funny.</i>	<i>You are fulfilling my entertainment needs using humor.</i>
<i>You are so smart (interesting).</i>	<i>You are fulfilling my entertainment needs by intellectually stimulating me.</i>
<i>We are dating.</i>	<i>I am verifying the amount of net benefit I am receiving from being with you.</i>
<i>Let's go to Happy Hour.</i>	<i>Let's search for love by expanding our social network.</i>
<i>You are picky.</i>	<i>Your selectiveness coefficient is very small.</i>
<i>I can't go out with you.</i>	<i>I believe my benefit being with you is lower than my search cost, maintenance cost, and breakup risk. or I believe I will find or have found someone who gives me more net benefit than you.</i>
<i>He/she is my soulmate.</i>	<i>He/she gives me the highest benefit/cost ratio than anybody in this world.</i>
<i>I don't care about money.</i>	<i>I have already fulfilled my primary and materialistic desires.</i>
<i>She is high(low) maintenance.</i>	<i>She requires high (low) maintenance cost.</i>
<i>I can not stand people who use the word "soulmate" or "true love".</i>	<i>I am a hardcore work-it-out believer. or I am a jaded soulmate believer.</i>
<i>I am falling for you.</i>	<i>Your net benefit is at sufficient levels for me to reciprocate my love.</i>
<i>We are in love.</i>	<i>Our net benefits exchange is at equilibrium.</i>
People who use online dating services	People who have optimized their search time cost and financial search cost.
<i>I am attracted to tall, athletic men</i>	<i>I need someone to protect me and my offspring.</i>
<i>I like young women with big breasts.</i>	<i>I need a fertile woman who can bear and nurse my children.</i>

References

This book has more than 200 references and takes up 13 pages. In order to decrease the book's length, all its references are listed at the web site, www.solvedating.com.

About the Author

Chau Vuong, Pharm.D.

Chau is the founder and CEO of three technology companies. The first company is Financore, a software company offering web services, based on artificial intelligence, for financial advisors and money managers. The second company is CollectiveNotes, a peer-to-peer virtual community dedicated to simplifying and optimizing the way clinical and drug information is learned. The third company, still in stealth mode, hopes to help people to expand and maintain their social networks as well as to find their soulmates.

Prior to founding these companies, he was a pharmaceutical equity analyst at Robertson Stephens, an investment bank, covering emerging pharmaceutical and drug delivery companies. Prior to this, he worked for Wentworth, Hauser, & Violich, an asset management firm, as a healthcare equity analyst. Before that, he was a strategic marketing consultant at Genentech, a leading biotech company. He also was involved in various pharmacoeconomics, pharmacokinetics, and toxicology studies for pharmaceutical and biotech companies including Johnson & Johnson, Bristol-Myers Squibb, Isis Pharmaceuticals, and Gilead Sciences.

Chau holds a Doctorate in Pharmacy from the University of California, San Francisco, and Bachelor degrees in Biochemistry and Cell Biology, as well as Psychology from the University of California, San Diego. He plans to pursue a Ph.D. in Psychology. Chau has dedicated his life and wealth to finding his soulmate and helping others to do the same.