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📅 Thu, May 30, 2024 1:30PM 🕒 39:25

SUMMARY KEYWORDS

dating, dating apps, daters, app, clara, users, years, women, data, bumble, leads, people, day, mountaintop, great, top, mckay, questions, men, call

SPEAKERS

Edroy Odem, Scot McKay, Jillian Romero Chaves



Edroy Odem 00:05


From the mist and shrouded mountaintop fortress that is x&y Communications Headquarters. You're listening to the world-famous Mountain Top Podcast. And now, here's your host, Scot McKay.



Scot McKay 00:18

Ah, how's it going? Gentlemen, welcome to another episode of the world-famous Mountain Top Podcast. I am your host Scot McKay. And what I've got on tap for you today is an extremely interesting topic with yet another fascinating vivacious female guest who is a new friend of mine. Today we're going to talk about, well, you know, what are dating apps worth saving? I mean, everybody's having a hard time with them nowadays. Some people are really super frustrated with anything having to do with online dating anything. We're going to talk all about that. But what if there is an alternative? And what if there's a way you can maximize apps where other people don't? And if not apps, then what? Well, for a fresh new perspective on that. I have again, like I said, a brand new guest for you. Before we get to talking to her. I want to remind you that the website is mountaintop podcast.com on X, formerly known as Twitter, you can catch me at Scot McKay at Scot McKay on YouTube. And I also want to remind you guys that we have done the migration from Google podcasts to YouTube podcasts. So you can actually subscribe exclusively to podcast through the YouTube platform now, which is pretty cool. It's something new. You can do that right from mountaintop podcast.com which is indeed the website. Real Scot McKay on Instagram. Scot McKay on Tik Tok, there's no way I can shake a stick at all this social media, some of it I'm behind on some of it I'm on top of, but whatever your platform of choice is, chances are you can find me there. One place I want to find you is on the Facebook group. That is The Mountain Top summit on Facebook, where you'll find me and wow, a couple 1000 Guys nowadays, who want to talk about how to be better men, and of course how to get better with women. And on that note, since we definitely want to get better with women, and that involves for many of us meeting a few finally nowadays in the strange dating and relating climates that we have to navigate nowadays. With all of that in mind, I want to introduce you to our guest she is the founder and CEO of Clara for daters, which I need to tell


you is not a dating app. And that's the tagline actually of her company and well what is actually an app but not a dating app. We'll get into that don't worry. Her name is Gillian Romero Chavis. Gillian, welcome to the show.

 Jillian Romero Chaves 02:41

Hi, thank you so much for having me on the show. And I love that intro super cool. What you're doing and I love that you guys are all here and trying to become better daters and better people in relationships. That's amazing. Well,

 Scot McKay 02:54

you told me before we hit record on this particular show that you're single in Southern California also. So maybe you had the pleasure of meeting a few of these guys, although I'm not stalk you or anything. Yeah,

 Jillian Romero Chaves 03:05

no stalkers, but I am single, I consider myself a dater and I am an active dater. I try to go on like one date a week. And sometimes those dates are great. And I go on another date. Sometimes they're not. But I'm still currently single and inactive data. And I call myself a data advocate as well. So I'm happy and excited to talk to you a bit more about it today. So

 Scot McKay 03:26

get this imagine such a thing. You're actually out there having fun dating this treachery. This isn't like Oh, God. So my rescue me from match.com Somebody marry me. My biological clock is ticking, you know, suffer from any of that day?

 Jillian Romero Chaves 03:39

Yeah, I mean, no, at this point. No, but I'm not gonna lie. I mean, a year ago, two years ago, yeah, that was the case. And it's hard not to be in that. But you know, I compare it a lot to working out. And sometimes you're in a rut where you haven't worked out in a while and it really sucks to get back in the gym. But when you get there and you get consistent, and you're like curious, and you're like, Hey, maybe I can do that box jump. Maybe I can lift and deadlift, that amount of weight. And then you start becoming really powerful. That's literally how I feel on my dating journey becoming. You're

 Scot McKay 04:09

one of those chicks that goes to the gym and does box jumps.



Jillian Romero Chaves 04:14

Are you? Oh, yeah, no, I went CrossFit. But I moved over. I was like, I can't do this for life. I got to competitive.



Scot McKay 04:20

You were CrossFit. But you moved over you say non ironically.



Jillian Romero Chaves 04:24

Yeah, I moved from the CrossFit. It gets to gets to competitive crossover



04:28

from the CrossFit. I did I crossed over. Alright, so enough about me. You are the founder and CEO of Clara for daters, which is not a dating app, but it's an app about dating. Explain, please.



Jillian Romero Chaves 04:40


Okay, so we have all these dating apps. And you know, we have so many dating apps and I'm sure your users are your listeners are unlike one to three themselves. I know for a fact. I mean, I'm on three and I use dating apps as introduction tools. The problem with me using dating apps a couple years ago was I was using these dating apps. And I was so Sass with, like, the leads that I was getting from these dating apps. And I never actually like took the time to work the leads, and to learn who these people are behind these, you know, these masks these these photos and these profiles. And I would maybe go on dates like here and there are not as consistent at all as I'm doing now. But I would be lost and I was being really swept up in the swipe of things and just completely lost in it. So I was like, Okay, well, how do I figure out a way to be intentional. And to be really honest with you, my background is in auto, I was an automotive exec for years. And I was doing a lot of digital operations. And I recognized how similar the funnel was in auto compared to dating. And how, every month with all of my car dealership, guys, they come at the end of the month, and there's like, oh, my gosh, Julian, we didn't have enough leads. There weren't enough leads all month. And I'm like, that's not true. I would go back, I would show them the data, right? I would literally show look at all these leads you got. And I say you didn't work the leads, like this was on you guys. Like apparently like, you know, they were calling in more, or they were emailing more this month or whatever. But it wasn't a lead problem. It was a working the leads problem. And that's when I recognized like, hey, we needed a tool to help us kind of work the leads and stay intentional. And that's how I created clarity for daters. I was like, We got to figure out a way to like really focus on the leads that we have, and figure out okay, is this someone that is worth pursuing and continuing to date? So becoming a data and not just a user?



Scot McKay 06:31

Obviously, you have a sales background


Obviously, you have a sales background.

 Jillian Romero Chaves 06:35

I mean, I was really much in digital operations more than sales, but I was also a theater minor. So I love like being on stage and just relating to people, and I have a deep sense of empathy for everyone. So yeah, there's there's all of that involved. Okay,

 Scot McKay 06:48


so since you're talking about this not being a dating app, clearly, you're not talking about Clara Meets Bagel here. You're basically talking more like about Clara is for closers. Yeah,

 Jillian Romero Chaves 06:59

exactly. Yeah. Yeah, Claire's for people who want social connections, Claire's for people who want who understand the value of a meaningful social connection. That's what this is for, like, you understand that you want to be in a relationship, or you're looking for meaningful connections, you know that about yourself, you know that it makes you happy, you know that it helps support your human flourishing, which is a new term that I learned this week. And you it's

 Scot McKay 07:21

a new thing. Like, nowadays,


 Jillian Romero Chaves 07:26


yeah, human flourishing. I was like, what a wonderful term like, this is something that my users want, what do you recognize that and it just like the gym, like you recognize that this is a muscle that you want to work, like social atrophy is not something that you're interested in, you want to work this social connection muscle, so yeah, you use my app. But you understand that dating apps are a great digital introduction tool, they're not gonna find the person for you, that's up to you to do the work. But if you take the emotion out of how crappy it is, and how crappy it feels like when they're charging you this or that, if you take all the emotion out of it, and just look at it as a tool for what it is, which is just giving you leads, and then you work the leads, then you feel a little bit more empowered, it's a little bit more exciting, and you're not so resentful, or upset at the dating apps for what they're doing. Because they are giving you leads, and it's such something for you to work with them or not.


 Scot McKay 08:15


Well, that's a fantastic attitude towards it. We're all about anti victimhood around here. And empowerment is the opposite of victimhood. You mentioned social muscles atrophying. Yeah. Which, by the way, you have no way of knowing this, but that's a common theme around here,


especially post COVID. So it warms my heart to hear you talk about it. So kind of to invoke Alec Baldwin, instead of just ABC, you have like a, b, c. D, always be closing dates. Yes, yes,

 Jillian Romero Chaves 08:45
exactly.

 Scot McKay 08:46
I feel that by the way.

 Jillian Romero Chaves 08:48
I love that I yeah, I think that's awesome. I honestly, I have a funnel like I think I have it on social media or somewhere posted. And it's literally a picture of a sales funnel. And I have like the top funnel, right where all the leads are, which is like where your dating apps are. So you're have hinge and Bumble, Tinder, whatever you're using. And you're at the very top of the sales funnel, and it's a circle, and it just never goes down the sales funnel. But Clara is the next step. So if you actually go in that funnel, and you have that top where there's a loop, but if you go Clara right in between, and then the last, the last thing is the sold right or the date, and that's where the heart is. So I completely think it's just a broken funnel. And it's not the dating apps are not going to I, I hope eventually that they'll start listening to their user and looking at their user as a data, not just a user. But in the meantime, you can use the dating apps as a lead tool and just look at them for what they are, which is just a lead tool.

 Scot McKay 09:42
Okay, so you're talking about your perhaps idealistic hope, in my opinion that these dating apps will begin to look at their users as daters as opposed to mere users. In your opinion, what's the difference there?

 Jillian Romero Chaves 09:56
So yeah, right now like even Bumble by was a good one just because it's been in the news lately, and they've been doing some updates. So every updates that they've been doing right, you can tell that all the updates have everything to do with optimizing the user's experience within the app. Right? And that means someone who's using dating apps just using them, they're on the dating apps, they're swiping their messaging on the dating apps, they're building their profiles, maybe they're sharing profiles, like that's all they're doing. They're not actually dating. I mean, I would be interested if you ever did a poll with your listeners to see how many people describe themselves as daters, but who actually are not dating, they're actually just using dating apps, right? Because I don't consider messaging or texting or any of that I don't consider that dating. To be a data, you have to actually go on dates. And the problem with dating apps today is they're just looking at the journey of the user. And they have no interest and looking at the data post match, right post digital introduction. And what's interesting, and

what I've discovered in this last year, having collected all this data in that post match dating journey, is that frustration with all the daters is that they're having a hard time converting all those digital introductions into actual dates, like that's where the exhaustion is coming up. That's where the dissatisfaction is coming up. That is where all those feelings of just frustration is. And dating apps aren't looking at that number. Like it's like it's a really high number. And if we could focus our efforts on trying to help users become daters and actually start dating, and if dating apps could focus their efforts on that, I think they would stop losing so many users. But instead, it's like a, it's like when you're dating someone, honestly, it's the same thing. If you're so focused on not losing them, you're not actually asking what's wrong. And that's what dating apps are doing. They're not asking their customers who are daters, what's wrong. They're just thinking, I know what's wrong. And we need to keep them here. And they're getting desperate. They're literally getting desperate, like dating apps are getting desperate. And they're just creating an environment that's just super unhealthy. And they really need to start talking to the data and understanding the dating. The data is a holistic journey, including dating post date, post introduction match. Well,



Scot McKay 12:16

everything I've said, basically for the last four or five years, especially during COVID, and in the period sense, echoes everything you just said. Yeah, however, as I listened to you talk, I'm sort of confronted with the scenario that you described, but in a completely different way than I'm used to. Here is the central question that I think we need to throw on the table. And I'm about to Okay. Obviously, the people who run these dating sites and dating apps aren't stupid. They've been here for 2530 years, now, they've had a lot of time to hone their craft. It's technologically based at its core. So these people know how to write an algorithm. They know what they're doing. Yeah, we can all agree that it really seems on the surface, like they're really trying to keep people addicted to the app, and not well have them pair off successfully, which is what exactly you were talking about. At what point is the critical mass where people start getting wise to the fact this is going on, too many people are telling too many of their friends, it's a scam, it doesn't work. They're just trying to keep you addicted to the app. And people start bailing on them. And therefore their attrition rate increases, because of the bad user experience overall, rather than the app or the site match Bumble. Yeah, doesn't matter. Achieving what seems to have been their holy grail philosophy, years of just lowering the attrition rate and keeping people on board and addicted and single and unmatched forever. Where's the critical mass there? Because it seems to me more people indeed are smarter than ever. And it seems like folks like you, and these kind of ancillary apps, if you don't mind me, using such as word like Clara, are going to get the word out faster that like, hey, you know what, you either have to maximize this or it really isn't worth it. And the apps aren't helping you with it. So there's your first clue. See what I'm putting down there?



Jillian Romero Chaves 14:12

Yeah, no, I think I think you're right, I think the apps aren't going to be helping you with it. And I think that has to be unknown, that you're going into it knowing that the apps aren't there to help you. They are there to get you addicted. Like that's the reality. That's their business model. They want you to stay on the app, they want you to keep swiping. I don't think there's going to be this leave of everyone leaving I think dating apps will always exist. And there will always be users of dating apps. I do think right now. And this is where I think Bumble just did it

so wrong with their recent campaign is that there are a lot of females and we all know a majority of dating app users are men men, right? Even on Bumble the majority is still male. And what the reality is, is the females are honestly the product and they're the ones who are by I more are also the men, right? So you have more men on these dating apps. And the men are the ones who actually buying subscriptions and buying for the stuff as well, because they're wanting to get noticed, right? Like, that's kind of how the dating app models work. And these women over here are leaving the dating apps choosing not to be on dating apps anymore period, which literally leaves these dating apps with no product to sell to their main user, which is men. So that's going to be the problem more than anything is that you're going to have less people, and then you have to charge more. So that's going to be where I think, what the dating apps are going to need to adjust. And I think the only way they're gonna have to figure out how to adjust that is they need to really seriously rethink how they make money, their revenue, their revenue style, like they need to rethink that. And that's going to be tough for them. Honestly, there's only one dating app that I think who's looking at it in a different way. And it's surprising, and it's not surprising, I guess it's Grindr, Grindr is actually looking at different ways to revenue outside of just matches, including travel, including gatherings and clean all this stuff. And they're actually one of the ones who only that did well this last year. But everyone else is really focused still on selling hope, right? selling those roses selling those, you know, complements, or whatever each one has, which is not actually selling a deliverable. It's getting women extremely frustrated, and it's getting men for us. It's getting everyone frustrated, and people are leaving the apps. Like that's just reality.



Scot McKay 16:24

Yeah, you know, kind of getting back to what you were talking about a few minutes ago, which is along the same lines, you have your users and you have your daters and I think you're doing a very good job differentiating the two. But this is nothing new. Actually. This is a phenomenon that has befallen people who would get on online dating sites, even as far back as say, Oh, 20 years ago, I remember one of the pioneering I guess, information products online for men, which, you know, disclaimer, was actually produced very successfully by a friend of mine, good guy event, right, who's been on the show. And his marketing genius was his promise to you was that women will start writing back to you, you won't be sending messages into a black hole anymore, right? And that seemed like an end in and of itself to all the men, many men 1000s of men who bought that program. It's like, well, by God, I'm sending all these missives to women, and I'm getting nothing but crickets in return. If this guy can actually get a couple chicks to respond to me, that's a win. Yeah. But it's not. You still haven't met anybody. You haven't gotten any dates, you haven't succeeded at attracting anybody. You had sex with anybody, whatever your goal is, none of that has happened. All you've gotten is someone to respond to your first email. Yeah, that's, in my opinion. That's what I'm perceiving to be the user mentality as opposed to the data mentality.



Jillian Romero Chaves 17:55

Correct? Yeah, that's exactly right. I think people just get stuck. And that's where so even in Tinder, and again, I'm a data so I've been on all these dating apps. And with Tinder, it actually prompts you it says, Hey, you haven't sent a message to this person? And a couple days, do you want to send a message. So again, it has nothing to do with like, hey, there's a new place, there's to go and try a date place over here like to go meet on a date. It has everything just

keep you talking and messaging on these apps. And that's what we don't want to do. Like, you should be messaging a couple of times back and forth with someone just to understand, hey, is there like a little bit of chemistry, but even this is a new social media term. It's called digital body language. And people are reading into digital Yeah, it's such a ridiculous term people are reading and stupidly traded by AI every time probably, but like, why are people reading into digital body language, there is no red flag green flag of someone leaving a period or exclamation point or smiley face. There's nothing like stop reading into the stupid stuff and start going on dates and read into the real stuff. Did you feel safe when you're on this date? Did you feel respected? Did this prospect like listen to you?



Scot McKay 19:00

Was he the same person you thought they were? Exactly



Jillian Romero Chaves 19:03

where were they presenting? Honestly, and those are some of the questions that you actually get in Clara when you're doing the vibe check. So after every day you go on, the goal is to go log the date in Clara put the prospects information in there, put how you felt before the day put where you went, put how you rated the venue and then these questions come up and they're about those the important questions, right? Establishing like physical safety, emotional safety, relational safety, chemistry and values. And those questions are like they're super simple. Yes, no, but at the end of those 10 questions, you get a better idea of the things that you should be focusing on not not like, I don't know Was he six five in finance? Trust fun blue eyes. I don't know if you've seen that tick tock video trending, but it's the stupid ones guys are boring. No, you need to see that tick tock trend. It's hilarious and I'm sure it has your listeners like super upset about it. But that's one of the things that like people are putting out there as a type and no, the reality is, did you feel safe? Did you feel hurt? It wasn't obvious that your date was into you. Was there something that was there quality about your date that you found attractive? Like, let's just start with the basics, and then just keep dating. Like one day does not enough, go on five dates, then feel what happens. See what happens?



Scot McKay 20:13

Yeah. Okay. So what you're talking about here is your app, Clara picks up where the dating apps per se, don't even care to go, they have no interest in. Yeah, it's helping you build and manage your social life, not simply rack up a bunch of leads. Well,



Jillian Romero Chaves 20:31

and quite frankly, they prefer you to go on a bunch of first dates and then come back to the app for leads. Right. That's what their hope is like, Okay, we did that. And honestly, my numbers show that hinge does that the most there were bad the Clara users last year, most people had success converting hinge dates, as opposed to Bumble dates, right. But then you saw so yeah, so the see saw that but there was more first date. So my users said that they got a lot of first dates from hinge, but they never actually got went on second or third dates with

these prospects. So that's my personal experience to actually had the most first dates coming from hinge. And but I never got to second or third days. So it worked out well for a minute. But instead of being curious, these dating apps being curious about Well, why didn't it work out? Why didn't these turn into meaningful connections? You know, they they don't, they're not going to care about that. Because they want you to bet on the on the app on the on their dating app looking for new leads, right? But that's where it has to turn to you to try to figure out, hey, is this a meaningful connection? I just haven't given a shot yet. And that's happened to me like Personally, I use the app, I use Clara to help me navigate you know, the prospects that I'm dating. And there was a guy last year that I met on hinge, and I went and he wasn't necessarily my type. He was a little outside of the my usual type that I had. And I thought he was cute, but he wasn't again, it was like, Oh my God, he's so high. Like, that wasn't the feeling that I got. I went on a date with him. He was super nice. Ask me questions about myself was really respectful all these things. And then I got back home and I was like, I don't know. You know, I maybe there wasn't a spark. There wasn't chemistry like that was my feeling. And then I was like, maybe I'll just wait and see what happens with another guy that I go on a date with. Lo and behold, the other guy that I went on a date with was super, I was Muy Thai, very attractive and everything. But then he wasn't really nice to people around him. He wasn't obvious that it was into me there was like things that I wasn't paying attention to. But because now I have Clara for daters, my intentional tracking tool, right, I go back, I logged both these dates. And I see that guy that I met on Hinge, who was super nice as well, his questions was obviously into me, he scored a 10. And this other guy that I met, who I was really attracted to, and I thought there was tons of Spark, he actually scored really low. He didn't ask me questions about myself. It wasn't obviously it was into me. So now that I'm seeing these two numbers side by side, I'm like, wait, I really should pay attention and go on a second date with that first guy. And I did. And I ended up going out third or fourth, and every time got more and more attractive, because I was really recognizing what felt good. Like the important stuff. There was qualities about him that I really, that I found attractive, I was really lucky and how much he liked me and how intimate he was. And I love leaving every day feeling really good about it. Now at the end of the day, he moved and it didn't work out. But the reality was my behavior change and how I was dating because I was looking at these two prospects in a different way. And it was a way that felt good in me not what social media or what society was telling me I should be liking he wasn't the six five blue eyes you know guy in finance that wasn't I'm



Scot McKay 23:27

telling you guys in finance are boring.



Jillian Romero Chaves 23:32


I don't think they I mean, I don't know I like all guy. So I'm interested in all people.



Scot McKay 23:37

So those guys who run the credit department are the ones you really gotta watch out for. Got it. All right, because they hired jerks and assholes on purpose to run those departments to so people go Alright, alright, I'll pay you just God stop. You know, that kind of thing? Yeah, yeah, those guys are awful. All right. Couple things here. First of all, the more things change, the


more they remain the same. 20 years ago on match.com, you could always tell the women who weren't going to disappoint you in person. Do you know how? Yeah, they were eager to me and didn't want to waste any time stringing you along. Yeah. Because we knew they weren't gonna disappoint you. So they weren't doing what I affectionately affectionately call living vicariously through themselves. Yeah, you know, the pictures are five years and 40 pounds ago. They don't exactly look like that. They're misrepresenting themselves out the wazoo, whatever. Yes, it was. And they know the chances are once you meet them, there's going to be any more interaction. So they're holding on to whatever they can for dear life out of desperation. I remember one time I got on match.com talk to a woman about eight o'clock that morning. And she said, Well, all right. What do you don't have to work? Let's get this going. Yeah, I was like, Alright, I'm in and I said, Well, I've actually got a little bit of a cold because I don't care. I'll know whether we get along or not. I was like, alright, you They're on and it turned out she was incredibly attractive, very sweet and had everything going for God. When out for a couple months was great, you know, and I certainly wasn't trying to string a bunch of people along either because I had this mentality you're talking about where I was actually trying to build an active social life and have what you would call rotational dating going on. Roster dating. buzzword, right? Yeah. Which is, you know what we've been calling for years simply dating more than one person at once. Yes. Such a mainstay around here such a staple. We don't even have a cool buzzword for it. It would sound silly, because it's just what we talk about. Yeah. So yeah, everything you're talking about makes perfect sense. Clara is for people who really want to get the job done instead of fiddling around and say, Hey, I got a new like, Yay, me, right. Yeah. You mentioned Bumble having a certain faux PA, as you see it in the marketing department that really inspired you and what your app was doing, you called it Bumbles billboard failure. What exactly was that? Yeah.

 Jillian Romero Chaves 26:05

So they did, they did a whole update on their product, obviously, what I communicated earlier in terms of updating their product, making the user experience better in terms of optimizing the digital experience. And then to go along with that they also did a marketing campaign and updated marketing campaign. And in that they had two billboards in LA, that basically really shamed women. And again, remember, what Bumble is dealing with is that they're losing female users, right? They're losing them. And they're, they're trying to get them back. Right. So they're desperate, they're thirsty. So basically, instead of trying to understand their data, and understand why they're leaving them and understand why women are choosing not to date at all, because they're so frustrated that these women are just choosing not to date. Instead, they're choosing to do their solo dates, if you go on social their solo dates, getting some more dogs or cats or whatever you want to say. And then instead they're shaming them and they put a billboard up that says, you know, full well a vow of celibacy is not the answer. And that was the billboard. So like shaming them for their decision or their choice to not choose dating, so not choose it. And that just sucks. Like I saw that. And honestly, it was so offensive to me as a dater, too because I'm like, I am a bumble user. I'm also an active dater. And I don't sleep around like I don't sleep with people outside of an exclusive monogamous relationship. So I felt like this was like, Wait, are you talking to me? Like what's going on? Like, I

 Scot McKay 27:36


think cats are four by the way. Yeah, he's a cat for a pillow. You're good. Yeah.

 Jillian Romero Chaves 27:40

So anyway, it was like I saw that. And I was like, God, this is what this is. This is how I know that dating apps are just so not listening to their users. And they're and again, like, I started putting dater advocate out there because I feel like daters need an advocate. Like know what they're not listening to him. We don't have a voice like this was something that was just so wrong. And so out of touch. I mean, it was just it was bad. And I pretty tone deaf, isn't it? It was so tone deaf, and I don't know what and I mean, again, I'm from the car business, and I know other people, there's business owners that are probably listening and people who are in sales or in any type of service and what world is it okay to shame your customer? Like, I don't know, if I said something like, Oh, you're you're, you know, they're looking at a sports car and the guy says, like, I say to them, sorry, dude, you're not hot enough to be in that car. Like, what does that even mean? Like, that is not okay.

 Scot McKay 28:34

The analogy I thought of was say like, maker's mark or Jim Beam. erecting a billboard to all the alcoholics out there who've been sober for like five years going, Oh, come on, dude. What's your problem? You know, you want some? Yeah, exactly. The wagon? Yeah, no, that's exactly ruins your life. But you know, you want more? Yeah,


 Jillian Romero Chaves 28:50

you can't stop. Yeah, that's, that's an it's a great one. Yeah, great. No, that's awful. That's yeah, no, it was bad. And so now, I mean, with this, I'm really trying because my big goal is to really work with these dating apps, like, hey, guys over here. Like, do you want to understand your user better? Because I have 1000s of dates log now, that actually explains to you like what the users are doing after the match? Like, are they going on dates? Are they not going on dates? If they are going on dates? How many dates? Are they going on? Where are they going on? What are their frustrations? And they're reflecting after each date? Like what's wrong with the match? Why do they not feel this connection work? So all this data, that actually could be really helpful in trying to figure out ways to incentivize, like different, you know, interventions that we can do that are targeted based on this post match data to really help human connections and help people actually date. But it's been tough because I haven't, like I'm getting a, like a couple people say maybe a call here there. But I would love to collaborate with the DNF to actually look at the data holistically. And I mean, we'll see that's my hope. So if there's any day nap, people who work in dating apps, like I'm trying to help you I'm not trying to hurt I really think gay naps are a great introduction tool. But in the day, we got to look at the whole data. Yeah,


 Scot McKay 30:06

well, in case you haven't figured out, I'm an optimistic sort. Yeah, you know, try to remain in a good mood. I think what you're asking the dating apps to do is a lot like what Emily and I were asking evangelical churches to do back when we first started thinking they were going to welcome us talking about how to date and navigate, you know, the adult sexual world when you were single and Christian. Yeah, you know, it's kind of like the way I've always talked about


it. And these guys have heard me make this analogy before, but you're new around here. So I'll do it again. Okay, if you remember Steve Martin's bit in the late 70s. Of course, you're too young to remember it. But I mean, if you've heard it before, How to Be a Millionaire and never pay taxes. That one, no step, get a million dollars. Then when the taxman comes here, and that's the punchline, basically. Yeah, that seems like the hard part. Yeah, I think the way the angelical church looks at dating and sex is first get a wife, then we'll talk about how to have a relationship, how to be good in bed and how to do the masculine feminine dance. So dating and relating as a single adult, is something none of the churches wanted to touch. Yeah. Because you know, they had a business to run. Yeah, had stuff they had to do that wasn't in line with that. But I was dead on right. Emily and I were absolutely on point. Boy, do we need this sort of thing for good, decent people who go to church on Sunday? Yeah. Right. But they didn't want any part of it. So boy, do the dating apps need exactly what you're proffering? But they're not going to be into it. Because, you know, the unspoken part, you know, the seedy underbelly of this is and we'd rather keep people addicted. Yeah. So you're kind of the enemy. Just like another example, if I may go so far. I really wanted to work with the introduction services, like It's Just Lunch and together. Oh, they didn't want anything to do with me? Yeah, nothing. Yeah, I was like, well, that's really weird. You know, you're a matchmaker. I'm a dating coach. Well, they wanted total control of the whole process. Yeah, they didn't want people getting so good that they could do this for themselves, because that would ruin their business model.

 Jillian Romero Chaves 32:07

Yeah, I hear that. And I know that and there's still an optimist part of me that says, you know, they're gonna change their minds. But also, I think there's, there's a lot, it's a little different. I think that there's social pressure. And I think if we can create enough social pressure to kind of, you know, again, advocate for what we're wanting, which is to be looked at holistically as daters and not just a user of a dating app, I think there could be an opportunity to have a discussion. And I think the world is kind of demanding it. I mean, the surgeon general came up with a loneliness epidemic this last year. I mean, how in the world, are we suffering a loneliness social isolation epidemic, when we have never had more opportunities to meet people, right? Like never words. Social media. Exactly. So when dating apps, and that's in that's in that same category, right? Social media and dating apps. And the reality was

 Scot McKay 32:56

the government didn't help lock us down during COVID or anything. She Go figure, we're lonely. Yeah,

 Jillian Romero Chaves 33:01

well, and then there's that too. But the reality is, there's all of these initiatives. So I'm actually trying to take I get, you know, dating apps, I'm working through that trying to get that angle, you know, again, only one dating app and people out there, let me know. But the other angles that I'm looking at is okay, well, let me create a loneliness campaign, let me do this one social connection at a time, because at the end of the day, like I I'm different, every one is going to be different, and what their intentions are in dating, right? My intention is, I'm a straight female, and I'm looking for a monogamous exclusive relationship, but someone else is, you know,

maybe homosexual. And they're ethically non monogamous. And that's something different, and they're looking, but at the end of the day, we're all looking for meaningful social connections. And that's what dating should be. It should just be a series of meaningful social connections over a long, long period of time and different circumstances, and it should be rewarding, and that's what supports human flourishing. And if I go at it by that angle, maybe I can get even government involved in that and look at like, let some stuff with LA County, or wherever county that you're at, if people are interested in that stuff, let me know. But that's, that's what I'm looking to do, too, is all different kinds of angles. Because I think social connection is key to human flourishing. And we know that I mean, relationships is, is part of that. Well,



Scot McKay 34:10

you know, if the online dating apps don't want to work with you, and the Evan Jellicle, churches don't want to work with me, what do you know, you and I are working together? They team up on this? We're on the same page, right? Yeah.



Jillian Romero Chaves 34:21

And at the end of the day, you don't I don't mean dating apps, people are already logging their dates in Clara, even though we're not integrating with them. They're logging in manually. They know the value of it. They know the value of being intentional and understanding the connections they're pursuing. So they're going in there manually logging each prospect, they're learning about Clara, and they're getting feedback that is rewarding for them. And that's great, like because there are people out there who understand the value of true work and good connection.



Scot McKay 34:49

And see, here's the thing. What we've established here today is the big problem with the dating apps is they just keep churning out leads for you and keep you addicted to collecting likes. And I would say you, meaning mostly pretty girls. Now, what you're doing and how we as men can get the upper hand with regard to these dating apps like what's the promise of this topic on the show today is to manage it better. Yeah. And follow it up more intentionally and keep better track of it all. So that way, you may represent a bit of a pattern interrupt if nothing else to the women you're actually messaging and talking to, because you can actually hold it together. I think it's great. And her name is Jillian Romero. Chavez. She's the founder and CEO of Claire for data is not a dating app. Okay. It's an app about dating. And when you go to mountaintop podcast.com front slash Clara, not only can you find out more about Clara for daters, here's the thing. You could download it absolutely free won't cost you a dime. Yeah. So wonderful mountaintop podcast.com front slash Clara. Gillian, thank you so much for joining us today. What a fun conversation. I appreciate you so much. Thank



Jillian Romero Chaves 36:08

you. Now I had the best time and I really appreciate you reaching out and that I was able to have this conversation. It was really fun

have this conversation. It was really fun.



Scot McKay 36:13

Yeah, it's a good one. And you know, like you and I were talking about, it's rare to get a somewhat original topic after 400 and some odd episodes. So great stuff. Great stuff, and I hope you'll come back sometime soon.



Jillian Romero Chaves 36:24

Yeah, no, I would love to that's awesome. All right, gentlemen,



Scot McKay 36:27

mountain top podcast.com is the place to be to check out pics of our guests like Jillian, and also download shownotes and get a free copy of my book sticking points solved. What I did was I compiled questions from you guys that cover just about every sticking point any man might face when dating and relating to women put them all in one book with concise, meaningful, actionable answers. And hey, I'm giving you that book for free. It's there for you when you go to The Mountain Top podcast.com Check it out. I just got a whole shipment of items from Hero soap company. He's got solid cologne. Okay, you just open up the tin of Cologne. kind of rub off some don't rub off some probably is a better knowledge and give yourself a cologne wearing experience like you've never had before. It's great stuff and of course he's got brand new scents like lemongrass and I promise you're not going to smell like your Thai food leftover doggie bag in the kitchen this is a much fresher, cleaner sentence great stuff. So the guys at heroes soap.com are doing great work is always Jocko willings company origin and main longtime sponsor of this show, they're not going anywhere, either as a company or as a sponsor of the show because they make the absolute best jeans and boots and supplements anywhere all made right here in the United States of America. Also the guys at the key port.com Have another brand new slate of face plates for you to put on your 21st century key port every day carry item. Great stuff from those guys too. You can use the coupon code mountain 10 with any of our sponsors to get 10% off at checkout. All that is there for you and more at mountaintop podcast.com And guys, if you haven't talked to me for half an hour for free yet do that no pressure if we can put a plan together to help you get better with women. So be it but if you just want to chat about what's on your mind, that's okay by me as well. Mountaintop podcast.com And until I talk to you again real soon this is Scot McKay from X & Y Communications in San Antonio Texas. Be good out there



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