



Email Criteria Judgment Matrix

Module Five Worksheet

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Email Criteria Judgment Matrix

When your revamped online profile is set up according to the steps in the last module, your email inbox should start humming with activity.

Overall, the caliber of the guys who email you will be of higher quality, but some undesirables will still try to get through. You do NOT have to reply to every message you get. Instead, apply a set of criteria to help you sort out the jerks early, and decide who's worth your time and attention.

Some things matter more than others, so here's a handy matrix to help you get started.

First, look at the email he sent you, and score him accordingly. (Every guy starts at 0.)

_____	He follows instructions and has clearly read your profile	+10
_____	His email is interesting and witty	+5
_____	He emails a conversation-staller	-2
_____	He sends a poorly-worded or misspelled email	-4
_____	He sends a long, "canned" email that's vague, irrelevant, or asks you no questions	-10
_____	He immediately asks you to text, call, or email him "offsite"	-20
_____	He asks you for money (it happens!)	-1000

EMAIL CRITERIA JUDGMENT MATRIX

After you've read the email, check out his profile. (Do this before you respond to him!)

_____	He has great profile photos and you find him attractive	+5
_____	He has mediocre photos and/or you find him moderately attractive	+1
_____	He has a shirtless selfie-in-the-mirror photo	-2
_____	He has a photo with another woman	-2
_____	He has a photo with a Hooters waitress, stripper, or someone similar	-5
_____	He has obviously out-of-date images	-5
_____	His profile is well-written and interesting	+10
_____	His profile is missing information and/or is poorly written	-2
_____	He talks negatively about his past relationships	-5
_____	He uses the words bitch, gold digger, fatties, or other derogatory words in the email or anywhere in his profile (it happens!)	-10

You're not done yet. Now score his basic stats and logistics:

_____	He is within an acceptable distance to you (usually 25 or so miles)	+5
_____	He lives out of state	-4
_____	He lives in another country	-10
_____	He falls into the ideal age range you are seeking	+5
_____	He falls a few years outside of your ideal range	-1
_____	He is 10 years older/younger than your ideal age range	-5

Now here's the surprise: there's no need to actually add up his score. Just look at the numbers and it should be crystal clear whether to respond or not. If he's mostly getting positive numbers, it's a green light to email him. If he's got a lot of negatives, it's time to move on to the next man in your inbox.