

# Online Allure 2.0

Hey you! It's Mike Fiore here. Remember me? That guy from that relationship thing?

I know you're chomping at the bit to dig into Online Allure 2.0, but real quick, I wanted to briefly explain why I created Online Allure 2.0. I mean, Online Allure was (and still is) a highly successful program. But I get a lot of women asking me how to use Online Allure in the world of app dating.

It's true that Online Allure is due for a "refresh."

In the 5 years since the I first created Online Allure, a few things have changed in the online dating space.

Now, unlike 5 years ago, most people spend more time on their mobile devices than they do on desktop computers. (Technically, most people spend more time on their mobile devices than they do even looking at other people, but that's for another day...)

People have migrated from their desktops to mobile apps for a few reasons, but the main reason is speed and portability. Your phone or tablet are with you at all times, and it's easy, so easy (almost addicting) to swipe left or right on someone.

And while "ease of use" and speed are important, they can also lead to people making some mistakes. These can be easy-to-fix profile blunders, or not-so-easy-to-fix blunders that put you in financial or physical danger.

So that's what's new.

We recognize that even though online dating has migrated to this new “app” platform, the overall principles are the same.

Overall Principles and Mindset Are the Same.

Apps are designed around the end user... Everyday people just like you. People have had the same physical and emotional drivers for thousands of years.

Love

Lust

Safety

So, while the platform has changed, the same principles apply.

There are endless dating sites and apps. To be honest, if I were to choose which ones appeal to me personally, you might think I’m a pretty boring guy.

The range of sites and apps are broad. For the sake of brevity, I’m going to just focus on 5 of the most popular apps. But the mindset, principles, and strategies behind Online Allure 2.0 are universal.

These strategies (with some tweaks) work for just about every niche possible. So if Tinder, Bumble, OkCupid, Match, or Plenty of Fish “aint yo’ thang” feel free to go straight to a niche or fetish site of your choice. The same principles apply to almost any site or app.

This includes:

- Sexual Orientation (sites with a focus on the LGBTQ community, such as Scissr and Growlr)
- Faith-Based (Christian Mingle, JDate)
- Occupation (FarmersOnly.com)
- Age-based (OurTime appeals to the 50+ crowd... Hey there, Boomers, I see what you're doing!)

Now, you can spend a lot of time going down the proverbial rabbit hole if you want. There are dating and hookup sites for EVERY possible thing you can imagine.

If you don't have a lot of experience in the online dating space, I recommend starting out with one of the more popular ones, then niching down when you get more comfortable.

Alrighty!

Thank you again for joining Online Allure 2.0!

Hop on in!

Mike Fiore