



Online Dating Profiles

Top Ten Takeaways

- 1 Online dating gives everyone the “perception of choice,” not actual choice.
- 2 No lists. No clichés. No negativity. No oversharing. No adjectives.
- 3 Write profiles that are appealing to men by asking yourself what he gets out of dating you and telling specific stories to illustrate it.
- 4 Your profile should be about 400 words long: 200 for the “about you” section, and 200 for the “what I’m looking for” section.
- 5 It’s not *what* you say; it’s *how* you say it.
- 6 You can talk about anything you want. You just have to pay attention to the feeling it evokes in the reader.
- 7 Tell a handful of funny, memorable stories that make you unique. Do this, and no matter what you put in your profile, you’ll be likeable.
- 8 If he’s not attracted to your photos, he’s not going to bother to read your profile.
- 9 The best photos incorporate flirting with the camera, showing a hint of mystery; and something that flatters your body.
- 10 This isn’t a bio about what you do for work or fun. A good profile demonstrates qualities men value most: warm, feminine, fun, happy, confident, self-aware.