

Section 1: Developing a Healthy Mindset

Mindset Review:

- 1) You've been in love twice in your life. You can't give online dating 30 days to succeed.
- 2) If you're doing this, other people just like you are doing this.
- 3) You have access to people, but not necessarily a choice of all of them.
- 4) Online dating takes three things: Patience, honesty, self-confidence
- 5) As much as you'd like to think there are better ways to meet people, there aren't.

1) Why It's So Hard to Meet People Now

List all the reasons that you don't meet quality people on a day-to-day basis (i.e. You work in a small office. Your friends are married. You don't like bars. Etc.)

Whatever you answered above is why you're taking online dating seriously, and why you should never, ever quit doing it.

If you give up in online dating, these circumstances still haven't changed.

2) Where I Currently Meet People to Date

List all of the places that you currently meet people to date. Not places you "can" meet people. Theoretically, you can meet the UPS guy who delivers a package to your house. No, I want you to write down all the real-life places you have met people to date in the past year. (John's birthday party, Gail's Labor day bash, O'Doul's Tavern, etc.)

3) What I'm Currently Doing With My Time

Go through your entire schedule over the course of the week. If you're awake for 16 hours a day, I want you to look at all of them closely. Mark down exactly what you're doing on an average week at each hour: Commuting. Watching TV. Eating lunch with colleagues. Putting the kids to bed.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
7am							
8am							
9am							
10am							
11am							
12pm							
1pm							
2pm							
3pm							
4pm							
5pm							
6pm							
7pm							
8pm							
9pm							
10pm							

What you will probably notice is how few hours each week are devoted to social activities that give you the opportunity to find a life partner.

Write down the number of hours you're devoting to pursuing love. _____

Contrast it to the number of hours you're working or watching TV.

Ask yourself what's more important. If it's TV, that's fine, but don't expect much from your love life if Seinfeld re-runs take priority over meeting new people.

4) What Feels Wrong About Online Dating

I am uncomfortable with:

- ☐ Rejection – It hurts too much.
- ☐ Having my personal ad seen by someone I know. – It's embarrassing
- ☐ Spending money trying to find love. – It's expensive.
- ☐ Spending time trying to find love – It should just happen organically
- ☐ The computer. – It's unnatural to meet this way.
- ☐ Flirting by email – I'm much better in person.
- ☐ The process of reading/emailing/talking before you meet in person. – I just want to meet immediately.

Reversing your discomfort:

- ☐ Rejection – Is not really rejection because the people don't know you at all.
- ☐ Having my personal ad seen by someone I know. – Is not embarrassing because anyone who is seeing you is dating online as well.
- ☐ Spending money trying to find love. – Is no different than spending money to get a new resume, career coaching, a new suit. It's an investment in what's important to you.
- ☐ Spending time trying to find love – Is necessary since the "natural" route doesn't yield many opportunities in your busy life.
- ☐ The computer – Is an integral part of most people's lives and can be used as a permanent mechanism to meet people even without leaving the house.
- ☐ Flirting by email – Shouldn't be any different because you're the same exact person with the same exact thoughts and same exact personality no matter where you are.
- ☐ The process of reading/emailing/talking before you meet in person. – Allows you to get to know someone much better before going on a date than if you exchanged numbers with a stranger at a Starbucks.

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5) How Often Do I Find Love?

The number of years since you've graduated high school. _____

The number of times in your life you've been in love. _____

Divide the top number by the bottom number. _____

That will give you an approximation of how hard it is to find love, and how many years there are in between such relationships.

Thus, how long is it reasonable to expect that you need to date online before you find the one? _____

(If you wrote months, go back and check your math!)

6) Your Pledge

I vow to "get over" my discomfort with this process because it doesn't serve me well.

I vow not to take rejection personally. I will often reject others and hope they don't take it personally.

I vow to embrace this process wholeheartedly and understand that trying to date online while remaining anonymous and passive is like trying to become an Olympic swimmer without getting wet and training.

I vow not to judge all people based on the behaviors of a few, even though some people won't be serious about relationships, and others won't be honest about their photos.

I vow that I'm a quality person and not a loser, and therefore other quality people must be experimenting with this process as well.

I vow that my love life is important enough to be worth at least as much as my cable TV bill.

I vow that love is hard to find, which means that I may have to spend a long time looking for it.

I vow that online dating works for someone and if it's not working for me, I have to keep trying to do something different.

I will not quit until I find a relationship.

Signed _____.

Section 2: Choosing a Proper Website

Choosing a Website Review:

- 1) There is no right website. If you're good at online dating, you can connect with people like you on ANY website.
- 2) It's best to start out with a big brand name like Match and if it's too competitive, find a smaller, niche site.
- 3) Big sites have more choice and more competition. Small sites have less choice and less competition.
- 4) You don't need to pay for multiple sites at once. You do need to always be on at least one site.
- 5) A great place to start your search is www.evanmarckatz.com/links.html

For easy access, write down your temporary usernames, passwords and email addresses here. You can always go back and change them later.

Site 1 _____

Email address:

Username:

Password:

Site 2 _____

Email address:

Username:

Password:

Hiding Your Profile

If the website has an option to hide your profile, keep it hidden until you're comfortable with every aspect of your profile. It's a powerful thing to launch (or re-launch) your profile for the first time with great photos, usernames, headlines and essays.

Privacy

By the way, it's worth mentioning that your email address is kept hidden on an online dating site. So don't worry about anyone seeing any identifying information. Your anonymity is kept until YOU decide to provide your email address or phone number.

Section 3 – Coming Up With Memorable Usernames

Username Review:

- 1) You'll live if you don't get a great username. But since so few people do, why not take fifteen minutes and try brainstorming?
- 2) A good username is a pun or a play on words. It sounds familiar and makes someone smile. It is not your real name or an adjective attached to a noun. TallLawyer, for example.

Usernames matter on Match.com, JDate, and many other sites. They do NOT matter on eHarmony, where people use their real names. Keep that in mind as you brainstorm ideas. But certainly don't skip using a website because you have to come up with a name. Calling yourself Brynn 2401 won't kill you; it just won't help you.

Step 1:

Write down two subjects about which you're passionate.

Law. Golf. Baking. Triathlons. Doesn't matter to me. It just has to matter to YOU.

Passion #1: _____

Passion #2: _____

Step 2:

Now take one of those subjects and write down ten words that are associated with it. Try to emphasize smaller, simpler words, because they're easier to use in a username. *Ex. If the subject is movies, you'd use "reel" not "cinematographer". If the subject is music, you'd use "sound" or "beat", not "xylophone".*

- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

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Cheat sheet: If you're really struggling with this exercise, go to www.rhymezone.com and find words that are "related to" your word. It's not really cheating, but a website isn't always as comprehensive and creative as your brain. Seriously.

Step 3:

Look at your list of ten words. Try to determine which words are easiest to use. The easiest words are usually simple one-syllable words. Choose four words from Step 2.

1. _____
2. _____
3. _____
4. _____

Step 4:

Take those simple words and see if they rhyme with anything else or mean anything else.

For example:

Reel (for fishing or movies) sounds like Real (for authentic).

Tail (for animals) sounds like Tale (for stories)

Tee (for golf equipment) sounds like Tea (the beverage).

Cook rhymes with look.

Beat rhymes with sweet

Your Words

1. _____
2. _____
3. _____
4. _____

Their Rhymes/Double Meanings

- _____
- _____
- _____
- _____

Step 5:

Combine your words in any order. Once you lay out your puns, the usernames will emerge.

For example:

TailOfTwoCities – for the animal lover who moved cross-country with her cat.

TeeForTwo – the golfer who's looking for companionship

ReelHappy – a cinephile with a positive outlook on life

LookACook – a chef with Dr. Seuss-like rhyming ability

SweetBeats – a musician with a penchant for chocolate ice cream.

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Try it yourself. It actually works! Once again, feel free to use www.rhymezone.com if you want to find synonyms, antonyms, homonyms and related words.

Your Username Options

1. _____
2. _____
3. _____

Your Username!

Step 6:

If you've tried this experiment with your first passion and couldn't come up with anything, try it with the second one right here:

Passion:

10 Words:

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Double Meanings or Puns:

Your Words

1. _____
2. _____
3. _____
4. _____

Their Rhymes/Double Meanings

- _____
- _____
- _____
- _____

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Your Username Options

1. _____
2. _____
3. _____

Your Username:

Remember – you can ALWAYS change it later. If you don't come up with a great pun or rhyme, you can always be Pat54. Yes, even if your name isn't Pat.

Section 4: Selecting Your Photos

Photo Review:

- 1) Photos should be taken within the past year.
- 2) Photos should have a big, happy, inviting smile in every shot.
- 3) Your photos should all show different looks.
- 4) Your photos should have context and show you being you – not standing in front of a doorway, taken from your camera phone.
- 5) You can probably find a professional photographer near you at <http://e-cyrano.lookbetteronline.com/>

Your Pledge:

I have registered to take professional photos with LookBetterOnline.com. I know that professionals will do a better job than my best friend.

I have chosen one photo that is close-up and digital where I'm the only person in the picture. This will be my primary photo.

I have a warm, happy, broad smile in all of my photos, but especially that first one. Anyone looking at this picture would think I'm a likeable, approachable person.

I have at least two other photos that show me in context – hanging out with friends, pets or enjoying an activity like skiing or softball.

I have a final photo that shows my full body because other people want to see it and I don't want to surprise anyone on a date by misrepresenting myself.

I look like the same person (with a different outfit) in every single photo and will not have one bad photo that undermines all my good ones.

I will not be surprised when other people, who have not bought this audio series, do not know all of the above rules.

Signed

Section 5 – Conducting a Broad and Effective Search

Search & Subscription Review:

- 1) Subscriptions are supposed to be like gym memberships – used for a period of time consistently, not just for one intense month.
- 2) Start your search with the broadest possible criteria, only eliminating people based on complete deal-breakers like living in Nigeria or being a different religion if you're observant.
- 3) Don't assume that all people of one type are the same – separated, divorced, Catholic. Whatever you assume is wrong more often than it's right.
- 4) Unless you're one of the twenty best looking people on the website, your favorites list shouldn't exclusively have the twenty best looking people on the website.
- 5) The best candidates for your favorites list are the one who are a) actively using the site, and b) looking for someone of your height, age, weight, ethnicity, body type and geographical distance. Otherwise, you're probably wasting your time.

Step 1: Evaluate your ideal mate

Write down your full search parameters: whom you currently say that you're open to meeting on your dating site.

Age: ____ to ____

Photos Only: Y/N

Distance from my ZIP ____

Height: ____ to ____

Body Type: slender, athletic, a few extra pounds, average, stocky, heavysset, other

Relationships: Never married, Divorced, Separated, Widowed

Smokes: Y/N

Drinks: No, Occasionally, Daily

Income: <\$25K | \$25-\$50K | \$50-\$75K | \$75-\$100K | \$100-\$150K | \$150+

Has kids:

Wants kids:

Education:

Faith:

Ethnicity:

By your estimation, what percentage of people fit ALL of these criteria? ____

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Step 2: Evaluate yourself

Write down your description of yourself – the true one - just between us.

Age: ____

Photos: Y/N

Distance from most desirable nearby ZIP ____

Height: ____

Body Type: slender, athletic, a few extra pounds, average, stocky, heavysset, other

Relationships: Never married, Divorced, Separated, Widowed

Smokes: Y/N

Drinks: No, Occasionally, Daily

Income: <\$25K, \$25-\$50K, \$50-\$75K, \$75-\$100K, \$100-\$150K, \$150+

Has kids:

Wants kids:

Education:

Faith:

Ethnicity:

If someone were evaluating you, what percentage of people would find you in their search? Remember, this means that you fit EVERY category that THEY'RE looking for. Because if you don't fit every category, you don't come up in their search.

If you're struggling with this, feel free to go to your dating site and take a look at 20 other people's preferences – age, height, body type, distance, kids. You should get a clearer sense as to whether those people are looking to date someone with ALL of your qualities.

What percentage of people want someone with your exact qualities? _____

Step 3: Re-Evaluate Your Search Criteria.

From the exercise above, you've probably been eliminated from most people's searches. It's not fair; but, hey, people want what they want. And since you can't change what anyone else is looking for, it's time to expand your own search criteria.

This doesn't mean you are lowering your standards – anymore than it means that all of the people you want to meet should lower their standards to meet you.

This means that you're widening the funnel and giving yourself the opportunity to meet more single people who, just like you, aren't everyone's idea of perfection.

By the way, the big thing to open up to is broadening your age range.

One more time, I want you to look at the people in your search and the age range that THEY'RE looking for. If you're not generally in THEIR age range, you'd be well advised to target people who are OPEN to meeting you.

Your new search should push the limits as far as you can go. Older people, separated people, people with kids, people who are different body types, religions and ethnicities. Click on "any" to as many search boxes as you can. Only specify the true DEALBREAKERS. It's probably not height, or weight, or age. Those are preferences, not dealbreakers.

Remember, you're just LOOKING at people. You're not obligated to email them, talk to them, date them or marry them. But until you SEE them, you won't have very many options.

Your New Expanded Search Criteria:

Age: ____ to ____

Photos Only: Y/N

Distance from my ZIP ____

Height: ____ to ____

Body Type: slender, athletic, a few extra pounds, average, stocky, heavysset, other

Relationships: Never married, Divorced, Separated, Widowed

Smokes: Y/N

Drinks: No, Occasionally, Daily

Income: <\$25K, \$25-\$50K, \$50-\$75K, \$75-\$100K, \$100-\$150K, \$150+

Has kids:

Wants kids:

Education:

Faith:

Ethnicity:

Tasks:

1) Do a search of over 300 people on your dating site. If your search doesn't cover 300 people, you need to broaden your parameters (unless, of course, you live in a rural area or are using a small dating site)

☐ I have looked through over 300 profiles on my website.

2) Put at least 30 people on your Favorites List. This means that you literally are choosing 10% of the people on your list, which makes you as selective as Harvard.

☐ I have put at least 30 people on my Favorites List.

3) Double check your Favorites List to ensure that each and every person on it is actively logging in to the website, and is looking for someone of your height, weight, age, body type and geographical location. If they're not, they're not the best prospect for you.

Pledge:

I acknowledge that online dating is a flawed medium, where most people let their shallow impulses rule. I will try my hardest not to be this way.

I will be open to all sorts of people on dating sites, because I would like other people to be open to me.

I recognize that people can't convince me to give them a shot because of their height, weight, age, body type or geography. Therefore I can't convince anybody else to do the same for me, even if I feel it's unfair.

I know that the most attractive people on the website aren't necessarily the best partners for me, as they are a) all flooded with attention and b) not always as beautiful on the inside as they are on the outside.

I understand that there is compromise in every relationship, and if I refuse to make any compromise, I will never find the one online.

I realize that someone else has to compromise, to some degree, to be with me.

Signed,

Section 6 – Writing a One-of-a-Kind Profile

Profile Review:

- 1) Find your core. Two 200 word essays that showcase what's important to you – not just cutting and pasting your favorite movie, song, travel spot.
- 2) Eliminate adjectives, activities, clichés, lists, and negativity.
- 3) Tell stories that SHOW who you are. Stories are specific, they're one line, and they often have time, place and action.
- 4) Create flow together with conjunctions. (But, and, while, although, since, however, because, sure, yes, of course, etc). These stitch your first essay stories together so it doesn't sound like a bullet pointed resume.
- 5) Lying – not a top option, but there is a way if you tell the truth in your essay.

Writing a Profile

Start with the idea that you're only writing what's IMPORTANT to you. If anything doesn't seem important enough to appear in a 200 word essay, don't say it.

Remember that you want to tell stories that SHOW who you are.

Not a story:

I'm kind. I'd do thoughtful things for people all the time, from buying gifts to giving compliments.

A story:

I buy Thin Mints from Girl Scouts even when they ring my doorbell early on Sunday morning.

If any of these areas are important to you, write a few stories that illustrate it:

Family/Friends

Work

Religion

Pets

Remember, don't fill it in because it's THERE. Fill it in because it's important and needs to be in your profile to capture you.

Next, list the top SIX adjectives that you would use to describe yourself. Or maybe that your best friend would use. Or your Mom. Or favorite ex. Don't bother to use intelligent, attractive or funny. Know why? Because if you are those things, a reader will be able to determine it from your photos and how you write.

Top 6 Adjectives.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Now that you have your list of adjectives, find one or two stories to PROVE that the adjective is true.

You're not loyal just because you say "I stick by people in tough times." You're loyal because, "When my friend announced he had multiple sclerosis, I volunteered to drive him to physical therapy on our way home from work."

Resist the temptation to tell us what words mean.

We know what honest is. It means telling the truth.

Romantic = Flowers, candle light, walks on beach.

Successful = Work hard, make money, satisfied with job.

Fun = Love to laugh, be active, do all sorts of fun things.

This won't work. Tell stories about SPECIFIC TIMES that you were honest, successful, romantic, fun.

I repeat: It's not - Adventurous: I love to travel and have been to many countries from Iceland to Fiji. This is a generalization about what adventurous means, with a few examples. It's not a story.

This is a story: "When visiting Costa Rica, I took a zip line over a 75 foot canyon and held my breath the entire time I was in the air."

You can actually picture that story and SEE that you're adventurous.

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Good stories answer these questions: What did you do? Where did you do it? When did you do it? Who did you do it with?

Tell stories for your 6 core adjectives.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Next, come up with **3-4 passions**. Things that you do or enjoy that are important to you. It could be your job. It could be video games. It could be swing dancing. It could be softball. But for each one, tell a story.

Not, "I enjoy softball and play with people from my company." That's not a story. That's a fact. But you can say, "Despite the fact that I throw like a girl, my co-ed softball team puts me at second base. I think it's because they like the way I look in a uniform."

Stories for each of your passions.

- 1.
- 2.
- 3.
- 4.

Finally, talk about what it would be like if you fell in love. It can be sappy or clichéd, it's just important to put a little bit of heart into your profile, so you don't just sound like a list of hobbies.

Now you have all the elements necessary to put together your own profile.

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Start in this order:

If you're happy with your stories, ask whether they are representative of you. They are the building blocks of your profile, and they're supposed to make you look good. If you don't like your stories, keep searching until you have enough examples that prove that you are who you say you are.

Choose your best, funniest, most specific story for your first line. You want to capture someone's attention right from the get-go and this is how you do it.

Use transitions to flow from story to story. Conjunctions like: but, and, while, although, since, however, because, sure, yes, of course – all are designed to make sure your stories flow like a person talking, instead of sounding like a bullet pointed resume.

Note the transitional sentence in italics that connects the stories surrounding it.

Lunch ladies like me. I'd make friends with a bartender at a layover in Dallas. *But while strangers tend to find me gregarious, I'm actually quite a homebody.* Most nights, you'll catch me making chicken a la king for one and powering my way through the last 300 pages of Atlas Shrugged.

Again, these transitional sentences are essential. Otherwise your stories will be back to back with each other and won't flow well. Your essay about your ideal mate can be choppy. Not your first essay. It has to sound like you're talking.

When you write your transitions, you find what story comes next. You won't know that it fits, until you try it. Make sure your sentences are brief enough that you can fit in all your CORE information within 200 words. Any longer and you end up with a novel that no one wants to read.

Save your heartfelt sweet stuff for the last two lines. If you want to end on a good joke, great, but it's never a bad idea to mention why you're looking for love.

Write Your “About Me” Essay Below (200 words)

About the One You’re Looking For

This is best done by thinking of real people you’ve dated in the past and the things they did that made you love them. You can even think of platonic friends and family members. Your second essay is like a mosaic of stories about different people. It’s not a coherent story about one real person. Here’s how you arrive at the stories.

10 Adjectives describing your perfect partner; followed by 4 passions that you’d like to share with your mate.

Instead of “You read all sorts of books from fiction to nonfiction and like all sorts of authors,” you would say, “You know who wrote Portnoy’s Complaint.”

Don't worry about being too specific. Specificity doesn't eliminate people, it grabs them. They can always latch onto another detail in your profile.

Adjectives About Your Ideal Mate— with stories that SHOW, not tell.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Passions of Your Ideal Mate

1.

2.

3.

4.

Write your “About My Ideal Mate” essay below: (200 words)

Checklist for afterwards:

- 1) Is your profile too confessional at points? Do you talk about your philosophies and past hurts? If so, it's gotta go.
- 2) Is there humor? Is it self-deprecating? Better to make fun of yourself for your inability to do hip-hop salsa class than it is to mock the people who write to you.
- 3) Do you have a memorable first line that's a story?
- 4) Are your last few lines sincere, heartfelt and relationship-oriented?
- 5) Are there any lists? If you have a list of more than three things, you need to either cut it and choose one piece of the list to tell a story, or break it up into three shorter sentences. Shorter sentences are easier to read and remember.
- 6) Are your stories truly specific? Can you look closer at the details thru a microscope? If you like to travel – where? Italy? Where? Rome? What did you do in Rome? This process is essential in helping your individuality show. Lots of people like biking. Not everyone rides 25 miles in the Pacific Palisades to raise money for her best friend with breast cancer.
- 7) State facts. Don't brag. You can talk about how you like taking your 42 foot boat out to Fire Island with a case of Coronas and two other couples. That shows you're wealthy. But if you say, "I'm extremely successful. I'm a Harvard business school grad and the CEO of a multi-million dollar corporation with 85 employees," you sound like a jackass.
- 8) Don't spend more than two lines on any one area. Otherwise you become that person who is the Travel person or the Music person. You're looking for balance – the ability to have all of your core attributes show up in 200 words.
- 9) If you compare it with others' profiles, does it sound like anyone else in the world could say the same thing? If your stories are yours alone, you've done your job.

Congratulations for making it through a very tricky exercise.

Section 7 - Writing First Emails

Writing to a Man's Profile

Read this sample man's profile and practice writing to him.

About Me:

I know they say never to talk politics, but I'm afraid that would be virtually impossible. I'm an aide to a prominent senator from the Midwest and while my job isn't my life, sometimes you might have to remind me. Fortunately, after six years in DC, I've got a firm grasp on what's important. My friends out here are my substitute family and, for better or worse, most of my substitute family is made up of lawyers like me. Through my involvement in a non-profit organization called Turning the Page, I've been able to meet some amazing people who also care about the literacy problem in the inner city. Oh, God, I'm sounding like a Beltway insider - somebody stop me! Back before my days of blue suits and sixty hour weeks, I was a former elementary school spelling bee champ (up until the "spaghetti" incident, that is), a college soccer player and a Georgetown Law graduate. Because I'm the youngest of three sons, I was raised on classic rock (Led Zeppelin, Pink Floyd, The Beatles), so forgive me if I'm not quite the urban hipster. I can, however, play guitar and can cover pretty much any popular song prior to 1990. And yes, I do take requests.

About the One I'm Looking For:

I want an opposite. A yin to my yang, a Laurel to my Hardy, a Hall to my Oates. You provide balance in my life - a joie de vivre, a je ne sai quoi, perhaps even a croissant - that is currently lacking. I'll provide the corny French jokes. You're up on current events, but you don't sleep, eat and breathe it. You come from a close family, have a tremendously high sense of self-worth and you handle yourself like a champ at parties. You bike through Rock Creek Park, you play in a co-ed softball league and you can wield a paintball gun like Rambo - but it's all about fun first and exercise second. You are mature for your age and know what you want out of life, but you're not above a splash fight when rowing on the Potomac River on a sunny Sunday afternoon. And you won't get pissed at me when I show no mercy in soaking you to the bone because one kiss from me makes it all better.

Find the most unique detail in his profile. Not what you have in common. Not what you like the most. Just the thing that you haven't read anywhere else. With a good profile like this, you can probably find three or four details that you can consider for your first email.

Detail 1

Detail 2

Detail 3

If you're trying the "Fun Fiction" technique, take one detail and apply it to yourself – in a FAKE way. The broader, sillier and more ridiculous your claim, the funnier it will be.

Fun Fiction Examples:

Subject: Hall and Moi.

Before there was an Oates, Daryl and I had played a bunch of gigs together. I liked his floppy blond hair and androgynous name; he liked my tambourine playing and long legs. Then, one night at CBGB, he spotted Oates in the audience. Instantly knew I was toast.

Moral of the story: mustaches rule.

Where's yours?

E

Subject: Leazon!

It was the Newsday spelling bee in 1985. The word was "liaison". I'd never heard of it, so I sounded it out phonetically. The word I ended up with – leazon – looks like a drug, or maybe a distant relative of a leopard. I'm still ashamed.

Then again, how could you forget the extra T in spaghetti?!

Sincerely yours,

Erin

Your Fun Fiction Email #1:

Subject:

Email:

Confident close:

Your Fun Fiction Email #2

Subject:

Email:

Confident close:

If you're trying the "Opinion Opener" technique, make sure that your personality shines through because you're offering an opinion, not just stating a fact.

Opinion Opener Example:

Subject: Baby, I'm Not Gonna Leave You

I'm an urban hipster who's into every band you've probably never heard of from Coachella – but I was raised on Led Zeppelin. Blame it on my brother. So I've got two questions for you that I haven't been able to answer:

*Why did they just tease us with one reunion concert in London?
Why isn't there any band that comes CLOSE to replicating the Led Zep sound?*

Does anybody remember laughter?

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Your Opinion Opener #1:

Subject:

Email:

Confident close:

Your Opinion Opener #2:

Subject:

Email:

Confident close: