

# ***DATING COMEBACK MASTER CLASS***



## **RULES FOR PHOTOS**

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FROM THE *SUCCESSFUL AGING ACADEMY*



# Dating Comeback Master Class

## Profile Building 101

### PHOTOS!

You must view your profile for what it is...your primary “advertising platform”.

And like any ad you see on TV, this is the first impression every desirable woman sees about you.

Initial impressions are everything.

We need to make sure it’s not the last thing she sees!

This document walks you through the steps to create an eye-catching, interesting, and even intriguing profile.

If you can’t get her to “stop the scroll”, your chances are crushed before they can even get off the ground.

### **Part I: Photos**

Humans are visual creatures.

As we know by now, we all make nearly instantaneous decisions about what we like and don’t like. Your photos have to be dialed in or she’ll never get past them to read your profile.

It’s over.

Here are the rules for proper, attention-grabbing photos...

1. **\*\*Your first picture must be your best picture\*\***

Decide which picture you think is your best—one that meets all the criteria above—and put that first.

On the majority of apps, this first photo will come up as your thumbnail picture.

You WILL be judged on it!

2. **They must be crystal clear.** Nothing blurry or vague. This just makes it look like you're trying to hide something.

3. **They must be current.** Do NOT put up any photo that is more than a year or so old...even if all your friends like it and it's your favorite picture of yourself.

You WILL meet these women in person eventually, and if you give a hint of deceit but using an old picture (especially if you're leaner, have more hair, etc.) don't be surprised if she leaves.

Using old pictures in a dating profile is the No. 1 complaint from both men and women. Just don't do it!

4. **Do not use pictures with your ex blacked out.** It just looks odd and gives the impression you don't have any other photos of yourself...or can't be bothered taking new ones.

Besides, if you have a picture in your profile with your ex in it, you're likely violating rule No. 3.

5. **No pics with kids' faces.** Women find this creepy.

If you have a great family shot of you with your kids that you'd like to use, just obscure the faces of your kids.

Demonstrating that you have a great relationship with your kids is a positive thing that tends to be valued by women.

6. **Include one full body shot.** If you have a few extra pounds, don't hide it.

Own your physique.

This plays directly into the confidence issue.

Again, if it's time to meet face-to-face and you've been deceitful about your body weight, you're asking for trouble.

It's okay to take photos from a flattering angle, but deliberate deception is a big no-no!

7. **No selfies.** That's right. No selfies!

Why?

Because guys rarely take a flattering selfie. Ever.  
Behind the wheel of your car? No.

At your kitchen table? No.

Slouching in your living room chair? No.

Just stepping out of the shower? NOOOO!

Get a friend or family member to take pictures for you. It only takes a minute and makes all the difference in the world!

8. **No filters.** Granted, this is more of a female thing (don't ask me why!).

It's just odd.

No potential partner takes a picture with any type of filter applied seriously.

It's just a red flag and you're asking for a quick swipe left.

**9. Show yourself doing fun, social activities.**

Show women that you enjoy a well-rounded social life.

Most guys over 45-50 years old aren't always thinking about snapping a picture when they're out and about...but you should.

If you're at a concert, out on a boat with friends, or racing in the Formula 1 circuit in Europe...get a picture.

**10. Smile in your pictures.** Don't look so serious.

Many guys tend to NOT smile in pictures. This can make you look grouchy or too reserved. Smiling, especially after age 45, is normal and expected. Lot's of stern pictures of you trying to look cool isn't going to fly.

Women don't like curmudgeons and they don't click on "unhappy" or overly intense.

While it may not be natural for you to smile in pictures, making that extra effort will be worth it.

That being said, including a photo with looking away from the camera across a beautiful mountain vista is a great idea. It shows you're active and do stuff...and have a thoughtful side.

Just don't look like you're pissed off about missing the football game because someone dragged along on a hike.

**11. No shirtless pics! Ever!**

This is right up there with the “no selfies” rule.

You may believe you look like Brad Pitt in “Fight Club” but save that for the “big reveal” when it’s time to get intimate. (This can help build some suspense as well...)

Putting a shirtless picture (or even a tank top) in your profile comes across as self-absorbed. A BIG turnoff.

“First rule of Dating Club...never forget rule No. 11.”

**12. Never have less than 4 pictures in your profile.** People want to see more of you!

Here’s a recommended breakdown:

- One or two pictures with you posing on your deck or outside somewhere; casually having drinks with others, etc.
- Another picture doing some fun group activity – as long as it’s clear who you are. These women don’t know you. Don’t make them guess who you are standing among ten other dudes.
- One picture with your kids...as long as you follow Rule No. 4.
- Maybe one picture with your dog or family pet, but you should be in the photo. Putting out a picture of your cat or dog helps no one.
- Always make it easy to know who you are! They don’t know you...don’t make them guess!

**13. Have a unique talent? Show it.**

If you sing or play in a band, don’t be afraid to include a picture of you in action.

If you play professional sports, dance, rock climb, etc. that shows a diverse skill set.

Always good.

**14. Avoid sunglasses whenever possible.**

Sunglasses can make you look aloof.

**15. Avoid full-body shots for your “thumbnail”**

This will tend to make you look too small and people can't see your face.

**16. Don't slouch or cover your mouth.**

This can show a lack of confidence or a lack of caring what others think of you.

**17. Avoid the “mirror selfie”.**

They usually end up covering your face because you're looking through the camera.

You may be trying to get a body shot, but you're better off asking a friend to take it for you.

Most of these photos are awkward and out of focus...and women tend to view them as a joke.

**18. [Optional] Adding one meme.**

This one can be risky. If you misfire here, you could push away some women.

I have personally used a meme to my advantage.

I'm a wine drinker. I showed a series of wine glasses on the ground creating a trail into one of those old box traps held up by a stick. It had the caption “How to kidnap me”

Women loved it and it triggered more than a few conversations.

Never use racy, political, insulting memes.