

DATING COMEBACK MASTER CLASS



PROFILE RULES

ART MCDERMOTT, CSCS CISSN



FROM THE *SUCCESSFUL AGING ACADEMY*



Dating Comeback Master Class

Profile Rules

1. Never be boring

This comes from the world of marketing...

Women get so many messages and scan so many profiles, they are looking for a reason to thin the herd.

Boredom is a great reason.

She'll never say, "Hey, he's saying the same thing as everyone else, I want to meet him!"

Sayings like: easy-going, fun-loving, down-to-earth have ZERO meaning. After all, who doesn't think they're all those things?

Mix up your description with some originality.

Ask others why they think your best qualities are for some idea starters.

2. Use proper grammar, punctuation, and spelling

This is such an easy fix...

Use software like Grammarly when you write your profile. You can download it for free and it will help you avoid simple mistakes people make that seriously reduce your credibility.

www.grammarly.com

A point about readability....

People like short, punchy sentences.

If a woman sees a giant 10 sentence paragraph, she might scan through it, but she won't read the whole thing and will likely move along to another profile.

This is just how people are...

On this page, you'll notice that no paragraph is longer than 2 sentences. This draws the eye down the page and makes the entire thing easy to read.

Your best stuff will stand out.

Using bullet points also makes your profile an easy read!

Finally, proofread everything. Better yet, give it to someone else to read before you post it...preferably a woman.

3. Don't write a laundry list of your awesome traits

Profiles with a long list of traits are tough to read.

It's better to focus on just a few of your traits, expand on them, and provide examples or context for the reader.

Why are you fun-loving?

What makes you spontaneous?

Why is your life worth making a movie about?

If you love music, what genre?

Rap, gospel, 17th-century Italian opera?

Clarification will show them more about you and save you a lot of "filtering out" of women who aren't a good match.

Recommendation: Pick no more than 3 primary traits, and focus on them...which brings us to our next rule.

4. State clearly who and what you're looking for

Don't say LTR if you're just looking for a hookup. Honesty will save you a LOT of time!

Remember, a good profile also pushes the wrong women away as much as it draws the right ones towards you.

This also saves you a ton of wasted dates.

It's OK to say what type of woman you're looking for...without being insulting.

If you are into fitness, that's fine. You could say, "I take care of my health and exercise regularly, you should as well."

Saying, "No fat chicks. Sorry." not only repels overweight women but also every other woman on the planet.

(Note: Saying "Sorry" after an insult doesn't make it all better.)

Never be insulting.

She's wondering..."If he's insulting or terse in his profile, imagine what he's like in real life. No thanks."

TIP: Ask yourself an honest question about who your ideal partner is and write your profile as if you were addressing that person.

THAT'S how you make a great connection.

This will also save you a lot of wasted time and money.

One note about the "tone" of your profile...
Hey, we're all divorced guys...

If you're still bitter about your divorce and have nothing but disdain for women, you're probably not ready to date again.

Your tone will come out with the words that you choose. Choose them well.

5. Don't be afraid to write about yourself

Many people aren't comfortable writing about themselves. It can feel vulnerable or self-absorbed, but opening the door is why you're here.

You'll have to move out of your comfort zone if you want to find someone right.

If your profile is too sparse, women won't connect with it.

Got a special skill? Mention it.

For example, if you can cook, write this in your profile. Women LOVE a guy that can cook, dance, sing, play an instrument, can build stuff, etc.

Is there something you're truly passionate about?
Say it.

Spelling out your passions tells them what you're about and that you're not boring.

6. Stories connect.

Let's say you go to a conference and listen to a presentation.

No matter how interesting you found the content, if I ask you one month later to recall the most meaningful part of that talk, 99% of the time, you'll remember the story the presenter told and not the facts and figures.

Tell a story...albeit a short one.

If you've had something fascinating happen to you, you could tease the story and then say, "I'll tell you how it worked out on our first date..."

"The most moving thing I've ever seen was..."

Describe the one thing that shaped the person you are today...

You're a (fill in a job) today because...

After seeing [fill in awesome spectacle], I was hooked on traveling...

"One of my favorite places is New England in the fall."

Tell a story that gives them insight into who you are and captivates their interest.

7. Humor connects

At the top of the list of nearly every woman's "Favorite Traits" is humor.

Don't be afraid to be funny.

Self-deprecating humor works great because it shows you don't take yourself too seriously.

Sarcasm is a bit less endearing.

A lot of guys over 45 can be a bit jaded and hence, sarcastic. This should be avoided whenever possible.

That being said, don't make the entire thing a display of wit. Be sure to include enough details about yourself that the reader feels like they know you.

Sneaking in a joke at the start of a profile can be a great way to get attention.

Humor helps you avoid negativity.

Women don't want someone that brings negativity into their life. They're likely divorced themselves and have been through enough of that.

The last thing they need is a "Donny downer"

They want upbeat...

They want joyful...

8. NEVER appear needy or desperate.

If a woman senses that you're either of these, she will tear a hamstring sprinting away from you.

Even if it has been a long time since you had a date or been with a woman, they should not get that feeling from you.

Using words like "I hope you read this" or "If I'm lucky enough to catch your attention..." screams of beta male stuff. Women don't like that.

This doesn't mean you should swing in the opposite direction and come across as arrogant or cocky, but a solid aura of confidence is necessary.

9. Specifics work best.

If you like movies, say which one.

If you like the beach, say which one and what time of day is your favorite.

"I love long walks on the beach..." Argh.

"If you can appreciate standing on the dock watching the sunrise over Boothbay Harbor (Maine), then we should chat." Better.

Paint a picture.

Show. Don't tell.

The last thing you want to do is violate Rule No. 1 and start using clichés.

Combining Rule No. 9 and Rule No. 6, you're on the right track.