

## Creating a Great Profile – Part 1

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With worldwide Internet users topping 1 billion this year, it's no wonder online dating has become one of the most popular ways for singles to connect with one another. It's cheaper and more convenient than going to bars and nightclubs, safer than meeting strangers in person, and allows you to browse a wider range of prospective partners to find someone who shares your interests and complements your personality.

Although online dating is an easy way to meet people, you'll need to put in some initial time and effort to get started on the right foot. The single most important success factor is the quality of your profile. This is your chance to capture a woman's attention, tell her what you're all about, give her an idea of what you can bring to the relationship, and encourage her to contact you—all in an engaging, conversational tone. Tall order? Maybe—but with these tips, it's easier than you might think.

- **Use a great—but genuine—photo.** A photo is the first thing women will look at in your profile, and in most cases it's what determines whether she'll click to learn more about you. Without one, your profile is likely to get ignored altogether. It goes without saying that you should choose a flattering shot, but make sure it's recent and accurate. Misrepresenting your appearance doesn't bode well for your success in finding love through online dating. Instead of using just a head shot, choose a picture that reflects your interests or personality, such as a photo of you scaling a mountain or manning the cockpit of a plane.
- **Avoid bragging.** Nothing turns women off quicker than a guy who blows his own horn. It's great to be confident and proud of your accomplishments, especially when you've served your country in the military, but you'll attract more prospects if you present them in a subtle, modest way. And avoid repeating your "selling points"—one mention is enough.
- **Be honest.** It can be tempting to stretch the truth in your profile, but this won't help you in the long run. While "creative exaggerations" may improve your online image and garner more email dialogues with women, they'll only hurt you when it comes time to meet in person and get to know one another.
- **Be positive.** Negativity is a surefire way to send women clicking away to the next profile. Focus on your strengths and avoid bringing up any weaknesses. If you've got a quick temper or aren't the best-looking guy, your profile is not the place to mention it.

- **Don't bring up past relationships.** Never mention problems you've had with previous partners, and avoid insinuating that you've "been hurt" or had your heart broken. Even if the split wasn't your fault, this will imply that you're either desperate or still have feelings for your ex—both of which are instant turnoffs.

By keeping these tips in mind when crafting your online dating profile, you'll be well on your way to making a love connection that can move seamlessly from the web to the real world. In our next article, we'll explore some additional pointers for making your profile shine.