

Creating a Great Profile – Part 2

Next to a computer, the most important thing you need to succeed in online dating is a great profile. In our previous article, we provided some tips for making yours memorable, unique, and genuine. Here, we'll share a few more proven techniques for making your profile shine—and bullet-proofing your first impression.

- **Show, don't tell.** This tried-and-true rule of storytelling also applies to online profiles. Rather than just rattling off a list of your best traits, provide concrete, colorful examples. For instance, if you consider yourself a funny guy, don't just say so—infuse some humor into your profile's narrative to get her laughing. And instead of just saying "I'm very adventurous", tell the story of how you hiked the Appalachian Trail or tried bungee jumping.
- **Avoid the obvious.** Bland, insipid comments like "I like to have fun" or "I'm a nice guy looking for a nice girl" aren't likely to generate much excitement. Flex your creative muscles and use verbiage that will snag a woman's attention and make your profile different from the hundreds she's already seen. It's a good idea to browse through some others first, and then take a completely different approach.
- **Show your passion(s).** Women are drawn to men who are driven, who have an enthusiasm for life and want to live it to the fullest. Identify the goal that most inspires you—from climbing the ranks in your unit to writing a novel to owning a ranch out West—and incorporate it in your profile. If you don't have a passion, it's time to get one. Remember, women are powered by emotion. By demonstrating your love of travel or cooking or listening to music, you'll encourage her to picture herself doing those things—with you.
- **Be confident AND humble.** It may sound like a paradox, but it's a recipe for attraction. Women love men who are sure of themselves, but not to the point of conceit. Strive for a careful balance between self-assured and self-deprecating. For instance, you might tell a story about how you faced a setback that ultimately led you to greater success.
- **Be specific.** If you say "I love to hike, listen to music, and cook," you could be any one of the thousands of profiles that include those same interests. Take it a step further and provide concrete examples, such as "My favorite hike is Pike's Peak in Colorado, I'm a huge Dave Matthews fan, and my favorite dish to

prepare is chicken cordon bleu.” Including memorable specifics like these will set your profile apart and make it stick in the reader’s mind.

Finding love in the military can be a challenge, but online dating websites provide expanded options, greater convenience, and the freedom to connect and proceed at your own pace. As we’ve demonstrated, creating an engaging, positive profile is your first step toward finding a long-lasting connection that will transition smoothly from the small screen to the real world.