
Online Dating Profile Writing Template

Background

A great online dating profile might not be exactly what you think it should be. The purpose is not to tell a man everything about you. It is not your resume or CV. The specific purpose of your online dating profile is to get a man to email you. Every aspect of a good profile makes him want to know more and to meet you.

Keep it Brief and Conversational

So brevity and making it fun to read are essential. Use language that is conversational and chatty as if you were actually talking to him. This will hopefully encourage him to read more than the first line or two so he might get to know enough that he wants MORE. Keep your profile description between 250 – 300 words with the first section used to describe yourself and the second portion to describe the man you seek.

Avoid Common Descriptors

The other important aspect of your profile is that you want to stand out from the thousands of other women online. That's not easy if you want to walk on the beach, cuddle in front of a fire, and enjoy the movies and dining out. Most people like these things and if you resort to these descriptions, you sound like every woman online!

The solution is to do a better job describing yourself. Dig a bit deeper to portray the real you and someone who is more unique. I'll help you with this template which will hopefully make it easier for you.

Think about the Man's Perspective

The last big piece of the profile is to think about what is it about you that men want to know. It's not that you like plays, ballet or other cultural events. They want to envision you in their lives the very same way you want to envision a man in your life. So push past describing what you like to what a man would like about you. That's often a whole different picture and one that is far more appealing to men!

1. Headlines

On match.com, the biggest online dating site in the US, men first see your photo and headline. Your headline doesn't need to describe who you are – all it needs to do is grab a man's attention and make him click to see your profile. So if you're a golfer, you might say "Meet me on the 19th hole".

Come up with a short headline that asks a question or activities you like that men like too. Use a popular line from a movie, TV show or books. Be creative if you can.

Here are a few more examples:

- Women are from Venus but I'm an Earthling
- Cheeseburgers in paradise
- Rolling Stones or Beatles?
- Kayaking, sunshine and laughter
- Dance the night away

2. About You

Think about who you are and write down the personality characteristics that describe you. Maybe you are playful, bright, quick-witted, shy, bookish, political, warm, friendly, social, active, health-oriented, etc.

Then write down all the activities you enjoy and list the things men like first. For example, if you are a sports enthusiast and follow a particular team – say so. Do you play any organized sports like softball or volleyball? How about golf, kayaking, hiking, biking, motorcycle riding, etc. What type of music – rock, jazz blues and country appeal to most men.

Next think about the kind of activities you'd like to do with the right man. Maybe go for a ride in the country, weekend getaways, beer tasting, country fairs. When you find the right man, how will you reward him for being so good to you?

You can put in some things that you enjoy as a woman, but remember if he's not going to do them with you, how will that make him want to know you better? I'm not saying you have to stop doing the things you love - they just might not be featured in your profile.

When you go to write this, avoid phrases like: My friends say, I've never done this before, I'm not sure what to say. Skip anything like that because it makes you sound lacking in confidence. You can use "I'm the kind of woman who..." but not more than once. Put the thing most likely to capture male attention first, followed by activities, then personality descriptors and anything else.

Explain why you like something. If you love movies, say what kinds and why you love them. Giving a reason is how a man will get a real peak at who you are. Avoid listing anything more than three qualities or activities in any sentence. Lists are BORING! Also avoid saying very much about your job. You can talk about that in person unless you are super excited about what you do, but keep it brief. Last but not least, asking a question gives a man an easy opening when he writes to you.

Example:

I'm a fan of football and dark beer. They go together well. I watch Steelers games on TV, but not every one of them. In the warm weather, I stay fit by kayaking, hiking and walking on trails near the river and in the winter I use the gym. Summer is my favorite time of year to be outdoors and in nature which helps me feel connected. Spending time with family and friends is very important to me. I'm an advocate for ending hunger and I work in the local soup kitchen a couple of times a month. What are you passionate about? I'm a confident, intelligent woman who loves sharing a good laugh and listening to a good story.

3. About Him

Describe the man you are looking for – his personality, not his assets or physical attributes. Think about what you admire about men – choose at least one thing. What do you appreciate about men? Also think about the qualities that really light up your heart. And figure out what a man does that makes you feel loved and how you reward the right man for treating you well and sharing his loving support..

Example

“What I admire most about men is your inner strength and ability to let things roll off your back after a disagreement. I really appreciate a man with a plan, whether it’s for dinner, a long weekend or his life. You are an intelligent, active, sensitive man who cares about people and the world. You tend to be social, are interested in healthy living, and enjoy being active as well as knowing how to relax.”

4. About the Two of You

Paint a picture of what life with you might be like. Talk about what you will do together and how you will relate to each other. Men appreciate a woman who is easy to please and get along with, so if you are, feel free to say so! And do not be afraid to tell him the kind of relationship you want. If this scares men away – good! You don’t need men who don’t want what you want, so be clear.

Example

“Together we could take a drive in the country, attend a baseball game, enjoy ethnic dining or a picnic in the park. Let’s take a bike ride or go fishing. Maybe you’ll see Shakespeare in the park with me and I’ll attend something you enjoy. When you call me to tell me about your day and ask me how I am, I know you care. For the right man, I’ll cook your favorite meal and be sure to let you know how much I appreciate you. Like me, you are seeking a long-term committed relationship that if all goes well, leads to marriage.”

TEMPLATE

If you need a tighter template to simply fill in, try this one. You don’t have to use every sentence so don’t stress. Just fill in some of them or all if you have the stamina.

_____ is my favorite thing in the world. I enjoy _____, _____, and _____. My favorite music is _____ and _____. What sort of music do you listen to? I’m crazy for (favorite food) and love to _____. I am an (list three adjectives) woman who has a passion for _____ because _____. Staying fit is important and I _____ and _____. I’m easy to get along with and love a good laugh.

I admire a man who _____ and _____. I appreciate a man who can _____ and also _____. You are (list three qualities) who values spending time with family and friends. Your knowledge about _____ is very attractive to me. A man who _____ can capture my heart for sure.

Together we could (list three activities). Maybe you’ll _____ with me and I’ll attend something you enjoy. When you _____, and _____ I know that you care. For the right man, I’ll _____ and _____ for you. Like me, you are seeking a long-term committed relationship that if all goes well, leads to _____.”

Congratulations! Now your profile doesn’t sound like every other woman and represent who you really are. You haven’t used off-putting demanding language. Plus, you have said something nice about men which will give you bonus points in the minds of the right kind of men. Now post it with some great photos and get busy meeting men!