

The *Perfect* Online Profile



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Introduction



The world is changing for myriad reasons. We are becoming more connected with each other via the Internet every day and yet at the same time we are becoming more isolated. I have friends that I have never met in person. And most of us are moving in that direction.

This shift in technology and cultural norms has led a growing number of people to seek companionship online. You can make an exact list of what you want and then only talk to men who meet your strict requirements. There is nothing wrong with this on paper. But the reality is that eventually you want your relationship to exist face to face.

The entire purpose of your online dating profile should be to meet the right men in person. You want to have a real relationship with real emotions and touching and real connections.

A Little About Me

I am an online dating maverick. I was meeting girls online in the mid-90s. I met my first girl online when I was just 15 years old. I used to peruse the AOL member directory and message girls based on their keywords. You would be surprised how good a nerd with very few friends can get at this when he has unlimited time.

THE FIRST SECRET ABOUT MEN

We test and track our online dating success in a very analytical way. It is completely non-emotional. We experience the world in a way completely different from women. Most men see online dating as a form of video game or a system. If you can learn the right techniques you can have success. So when I talk about men and our dating techniques, I will use terms like response rate and success rate. I will try to define each man-term when I use it for the first time.

Back then nobody had photos online. Most people couldn't afford scanners and digital cameras didn't even exist yet. We had to rely on descriptions. For some reason every single girl I talked to online was a blonde cheerleader with a perfect body. Of course when I met these girls in person, they looked nothing like that description.

I met my first girlfriend in college online. That's right. I didn't meet a girl in the dorms. I found a girl with similar interests to mine by searching the good old AOL directory again. That was pretty much the main medium for online dating when I was in college at the end of the last millennium.

As a professional dating coach, a lot of the men I work with want help with their online profiles. I am friends with some of the top online daters in America. I know their systems and exactly the types of men who employ each system. During the course of this guide I am going to reveal all the deepest secrets of the masters of online dating.

Every word of this guide has one purpose – to help you attract and connect with the perfect man for you. He is out there and we will find him.



The Nature of the Beast

Online dating is a broken system. There is a flaw in the machine that is getting worse every day. More and more dating sites are trying to calibrate to stop this problem, but it's not working. Eventually the system will find a way to self-correct, but I believe we are a few years away from a solution.

It boils down to this. The average woman gets 100-300 emails a DAY on online dating sites. At the same time 90% of men NEVER get a single email from a woman online.

The system is completely skewed against men. If you are emailing men online, you are probably emailing the exact same 10% as all the other women online. That's right. There is a select group of men stealing all the women online.

I am going to teach you how to beat the system to find the gems out there. You might be the only woman to email a guy. But if he's the RIGHT guy, then you are the real winner.

A few years ago a man would get about a 10% response rate. The response rate is the number of emails you send out compared to how many replies that you receive. So in this case men get 1 reply for every 10 emails they send out.

Those days are LONG gone. My friend dates exclusively online and is always testing out new systems. He used to be able to get about a 30% reply rate. Now he's struggling to get 5% of women to reply.

This is happening because so many women are getting so many emails.

So what does a man do when he's getting a low response rate? He sends out even more emails! He wants to get a certain number of replies. The lower the response rate the more emails he must send out. This is a problem that feeds itself. As women get more messages the number of men they CAN reply to goes down.

Men used to read each profile and spend a few minutes crafting an email. That is no longer time-effective. No matter how good your email is, there is a good chance that it will never get opened, let alone read. So now men put in less and less effort into their emails. I tend to craft one good 3-4 sentence email and then just send it to a ton of women online to see who bites. I tend to wait until a woman emails me to actually read her profile. Why invest time learning about someone who is never going to reply to me?

So now you know that there is a problem in the system. The good thing is that the advantage is skewed toward women right now. You have the edge. And you are going to learn how to use that edge to date awesome men.

Most men aren't getting any messages. So you actually have all the power.

You Have to Test

As much as you want to believe that online dating is an emotional experience, you have to try and put those emotions aside until you actually connect with a man. You should try to keep emotions out of the equation until you meet in person. If you can't do that, at least wait until you are messaging each other.

If you can think of match.com as a big system and treat it as such, then you can enjoy amazing success. When you are making changes to your profile, it's not about hiding your true identity. It's about maximizing your odds. You are an amazing person, but only certain ways of expressing that work online. It's not the real world.

Would you ever let a man in a bar walk up and stare at your breasts from two feet away for 30 minutes while he decides if he wants to talk to you?

GUY SECRET 2

We totally do that.

Of course not!

But online he can totally get away with that.

With each piece of your profile you want to test and make changes until your profile is driving the exact leads that you want. The more you test the more you can experience success.

Leads are potential contacts. In the world of business, a contact is a lead until they buy something. Then they are a customer. In online dating a man is a lead until you go on an actual date. Until that point he is just a statistic. We all are.

UPDATE

They went on their date last week and she said it was awful. She made a couple of mistakes and didn't listen to me at first. The first guy she kind of connected with, she invested in emotionally. They were sending each other really long and deep emails. She had him send pictures on the day of their date, just to be sure that he looked like how she expected. But even after all that, when she got there she didn't feel a spark. He didn't look much like his pictures and she just wanted to get out of there immediately.

I am friends with a lovely lady who is looking for a man right now. She was on eHarmony two weeks ago and I was helping her pick a screen name. Two days later she was telling me how upset she was and how she had been refunded. eHarmony wouldn't let her find the men she wanted and was only showing men 20 years older than her.

eHarmony's solution to the online dating problem is to only allow you to see a certain number of people a day. They are trying to stop the mass emailing issue that other sites are dealing with.

She switched to Match and she's already met a great guy and they are talking on the phone. Their first date is on Monday.

There is a very good chance you will hear about their date later, as I doubt that I will write this entire book in just one weekend.



Profile Name

If I showed you how much science and testing men put into their profile names on dating sites it would blow your mind. I recently read a 200-page book on crafting the perfect online dating profile. There were at least 20 pages on how to create the perfect profile name. And a ton of examples of good, bad and boring ones.

Fortunately for you is that I can give you the same information a lot faster. And hopefully it will be a lot less boring. I almost threw myself out a window trying to grind through that tome.

Take a look at this list of profile names. I want you to circle the names of the men you want to meet online. These are all 100% real online profile names.

- ❖ Brutality
- ❖ Streetfighterjon
- ❖ JonathanDragon
- ❖ DJ Paladin187
- ❖ SilverBullet80
- ❖ MostInterestingManInTheWorld
- ❖ TheRebelAuthor

So which of these men you would be willing to meet? Which ones you would never talk to?

I am going to let you in on a little secret. They are all me. The names are actually organized in chronological order. I was Brutality on AOL for about seven years – from 14 all the way until I switched to real Internet in college. That name is so awful, but I met a TON of girls with it. But this section isn't about how amazing I am.

What I want you to notice is that you want a name that reveals something interesting about yourself and doesn't contain a number. I don't want to know that you are the 148th Bella that tried to get a profile on PlentyOfFish. I get it. You love Twilight.

I know that it keeps getting harder to find an original name online. Since there are more women on there than ever, all the good ones are taken. The purpose of your name isn't to be cute. It's to express yourself in some unique way. What makes you amazing.

You don't want to call yourself CatLover56. That's generic and makes you seem old. Even worse, it will freak most men out because nobody wants to date a cat lady.

Even if you love cats, it is way too soon for this.

Your profile name should express your individuality and what makes you amazing.

You should make a list of your three favorite activities and three adjectives that really fit you. That's how I came up with the Rebel Author. I define myself as an author. I'm involved in several businesses, but my real passion is writing and I'm shifting more and more of my time to this pursuit. It's at the core of who I am and the kind of life I want to be leading.

MAN SECRET 3

If you go and start Googling all those old screen names you will probably find the weirdest stuff about me. You can see what I put online at basically every phase of my life. I haven't done the search myself, so who knows what you'll find. But I have tested profiles on pretty much every dating site ever over the years. I never bother to take them down, so I bet there are dozens of dead profiles with my picture out there....

I'm a rebel because I break the rules. I quit a dream job at a university to be poor and work for myself two years ago. Most people would never do that. I have made a lot of decisions in my life that most people would say not to do. I moved to Japan without knowing anyone. I did the same with England. Twice.

So these are two words that really define me.

If you love to travel, what about GoneWithTheWind. I know that it's probably taken, but it expresses what you love.

If you like to laugh and tell jokes, then you could be TheNaughtySmile. See how much you can express with just two words?

If you are still struggling to create an online name, feel free to email me some ideas and I will gladly try to help you come up with something that fits your personality.

Just try to find 2-3 words that fit your personality and your passion.



The Perfect Picture

If you are reading this then hopefully you have already read my free guide on the seven biggest mistakes women make with their online dating pictures. I will summarize the information here, but if you want a lot more detail you can grab it from <http://www.girlgetsring.com/7-mistakes>.

Picture No-Nos

1. Pictures with a kid
2. Pictures with an animal
3. Group photos
4. Pictures with someone better looking
5. Pictures with other guys
6. Misleading Pictures – far away, fuzzy, sneaky angle
7. Trendy Pictures – pic in the mirror, hair covering face, rearview mirror

Picture Dos

You might be surprised to find out which of your photos attracts which men. There is a great new tool out there, which I can't recommend enough. OKCupid has a new picture rating service that is going to blow your mind.

Not a lot of people know about it yet, and that's why it's so amazing. You can submit a bunch of pictures and hundreds of people will rate them. You can find out which of your photos people like the most. And they give you TONS of data about who liked which pictures.

You can see which picture attracts men of different age groups.

I'm actually going to share something very personal with you guys. I think that it's only fair to be super open with you, since you are working so hard on having a better life.

Here's a link to my test report.

<http://www.okcupid.com/mybestface?rid=12920422767804497995>

I tested most of the things I recommend and don't recommend with this set of photos. But if you like data, then you are going to love this.

The photo that got the most votes is the only one taken with a SLR camera. If you look through the photos I bet that is your favorite photo too. I am also the correct distance from the camera and the background is perfect. It's interesting but I am clearly the main part of the picture.

The other photos are a part of my profile to demonstrate other aspects of my life and personality, so I can use them as back up photos. But really you want all of your photos to get this kind of popularity.

Let's Get Technical

As I told you earlier, men apply a LOT of science and technology to how we approach online dating. So it shouldn't surprise you to learn, that there are plenty of great statistics showing you how to maximize your online results.

My favorite source of information is the OKCupid blog. This is actually one of my least favorite dating sites for meeting women, but they are the best company for really applying science to their results and studying real online dating behavior.

You can find all of their information at <http://blog.okcupid.com/> if you really want to go in depth into how they perform their research. I have tested all of their results myself and found that my experience is the same. So let's dig into exactly what works with your photos online.



Photo Secret #1

It's Better if Some Men think You are Ugly

This might be hard to take, but it's actually true. If you take two women whose average attractiveness is a 7, the woman who has a more guys label a 1 will get a lot more emails. Basically she is exactly some men's type and exactly NOT the type of other men.

This is why you want to really show yourself. Because this is reality. Some of the women I am most attracted to, my friends think are plain or boring. But I'm not my friends. I'm me. I like what I like and I don't care what other men want.

You should take whatever features are your most unique and play them up. If you have tattoos or piercings, you should have photos where they dominate. It's the same thing if you are really tall. Don't hide it, flaunt it! (I know this one to be true, because I love women who are taller than me.)

Photo Secret #2

Use a More Expensive Camera

When you take a digital photo, the file stores a LOT more data than just an image. Cameras store the location, the date, the time and a lot more information in the back of the file. This is why when you upload a picture to Facebook, it often knows where and when you took that photo. The photo also stores the exact make and model of the camera you used and how many photos you have taken on the camera previously.

Using this information and a bunch of data on who gets messaged the most and who has the highest picture ratings, we can see which camera gets the highest results. If you want to know the absolute best camera to take your picture with – it's a Panasonic Micro 4/3s model. You can get one of these for about \$800 brand new. For a breakdown of the best cameras in different price ranges, go to <http://www.girlgetsring.com/the-perfect-camera>.

Panasonic outperforms every other camera manufacturer when it comes to dating results. This model camera is great is because it has interchangeable lenses. Basically the more expensive piece of glass provides a more beautiful picture.



It was this type of camera that took my photo where I look the most attractive in my photo study.

As you go down the spectrum through cheaper cameras and into camera phones, the picture will make you significantly less attractive. Try it. Take a nice SLR photo and compare it to a photo taken with a blackberry.

Photo Secret #3

The Flash Adds Seven Years

Think about it. A flash is a shot of super bright painful light that flattens out shadows and drains colors. It makes a picture in the dark possible, but how often do you actually look great?

I know you probably look amazing at night when you are all dressed up and looking your best, but that's not the best time to take those photos.

Take an afternoon and go with your friend to shoot some photos. Put on your best and those photos will be way better.

Photo Secret #4

Be the Star

You should be the star of the photograph. Not the background.

If you look at my three lowest rated photos, I'm too far from the camera and the background is the focus. You don't want that.

When I am the star and the background is out of focus, I get much higher results.

You might think that just taking one of those photos and cropping in closer to me will give better results, but that is not the direction you want to go in.

If you want to get super technical, look at the *f* setting on your camera. The lower the *f* setting, the more attractive the picture.



Photo Secret #5

Take the Pictures in the 2 Hours before Sunset

There is a ton of research about this time in all literature about film and still photography. I have read a lot about this phenomenon and it's really amazing, but all you need to know is that late afternoon is the ideal time of day to take a photo.

The second best time of day is around 2:00 a.m. This is because all photos taken at this time are drunk and super happy. These photos are ok, but afternoon beats them every time.

If you spend a few hours learning the basics of photography or get a friend who has a good camera to help you out, you can really improve your results online. Good photos lead to more messages and will give you increased access to the quality men.

Most people just use their favorite photos from Facebook and place them in their profile without taking any time to think about what actually works best in dating. Men and women are different. Your favorite photo will probably not be my favorite photo.

If you just use the advice in this book to optimize your pictures and don't read one more word, you will see dramatic results. You really will.





The Tagline

If you look at a random list of taglines in any city, anywhere in the world 90% of them say the same message. Men have about 3 messages in their taglines and women have the same.

In most taglines women either say that they are looking for something serious, they are looking for something not serious, or they post a cliché about living life to the fullest or something similar without meaning.

The importance of your tag line really depends on the dating site you are using. On PlentyOfFish, the tagline is displayed prominently while the profile name is hidden several lines below it. They do this because each profile name is unique, but tons of people can have the same tagline. And believe me, they do.

Your tagline has one purpose, to get men to open your profile. **The more interesting or intriguing the better.**

You should use your tagline to be proactive. I'm going to start with a series of taglines that I found during a search today and what they mean to men.

SweetiePie... – this is the standard meaningless tagline. She put in no effort and the tagline doesn't provide me with any information. Basically this is a neutral. It's not good, but it's also not bad.

Looking to start a new chapter.... Something tells me that this girl has some baggage. She is either fresh off a divorce or a long-term breakup. That's not the first thing you want a guy to hear about you.

Dangerous curves ahead ;) – This one is brilliant. This girl is a little on the big side, but I actually opened this right away. Like all men, I love a double entendre.

Looking for a honest,religious,sweet guy – This girl is using her tagline to screen. And that is an ok technique. 99% of men will not open this profile even if they think she's pretty. Even most religious guys will probably shy away. Only the "wait til marriage" men will even look at this. But if that's what she is looking for, then this is working.



Looking for Mr. Right not Mr. right now – Most men don't know if they are Mr. Right or not. This girl is basically saying that she waits a long time to have sex with men. She is also screening out all men except the most desperate. Only men who already want a long-term relationship before they have even met the woman will respond to this.

Think you can keep up with me? – This one is great because it issues a challenge to men. We all want what we can't have and men love competition. I have no idea if she means sports, business or drinking but I want to find out.

Looking for someone with a big heart - This is pretty similar to the tag line earlier. She is looking for a "nice guy." And has probably been hurt in the past. This makes all men, except those who define themselves as "nice guys" move on.

That gives you a pretty good spectrum of what almost all profiles have as their tag lines. You should really wait until a man actually reads your profile to start your screening process. That's where you can write what you like and don't like.

Try to write something intriguing for your tagline. I could actually show you hundreds of bad taglines. Just knowing that the purpose is to intrigue gives you such an advantage over everyone else.



The Problem with Nice Guys

I spent most of my life as a nice guy and I suffered accordingly. There is this idea in online dating that you should tell men right away that you are looking for something serious and everyone else should stay away. The irony is that only really weak men, and men who don't care at all, are who will still message you.

I'm 31 years old. I work for myself. I travel the world. I love my family and take care of my sisters. I have a good network of friends. I love women and talking to women and studying social psychology. I work out several times a week and I speak more than one language.

In a lot of ways I'm a great catch. ;)

But I do not know if I want a long-term relationship with a woman until I start dating her. That's reality.

When a man says he's looking for a long-term relationship, this is a major sign of low self-confidence. He's saying that he needs a relationship to complete him. Travis talks about this a lot in *Girl Gets Ring*. He has been married 15 years and his marriage is rock solid, but he is a complete person without his wife. That's why his marriage is so strong.

I'm not looking for a long-term relationship and I would never put that in my profile, but I'm open to it. So girls that want me to say on the first date that I'm looking for a wife, screen me out. And most guys in my age bracket are just like me. Sure we want to get married some day.

Who would you rather be with? A guy who just wants a long-term relationship, or the guy who wants a long-term relationship with you?



The About Me Section

If there is one thing I can ask you to do with your about me section it is this: please don't be boring!

Nearly every single profile is filled with generic clichés that could describe millions of women. It's a waste of space if it's not interesting and it's not unique.

Request number two is that you take the time to use proper grammar and punctuation. I know that every browser has spell check now, so there is no excuse. A big run on sentence with no capital letters or punctuation is an eyesore.

You Are Amazing

I have personally walked up to over 35,000 women and talked to them in the past four years as a dating coach. I discuss this in great detail in *Girl Gets Ring* and *Girlfriend in a Week*.

With each woman I meet, I have one goal. I want to find out what makes her amazing. When she looks at herself in the mirror, what makes her feel beautiful? What inspires her? What makes her different from everyone else?

That's what you want to show in this section.

Show me your amazing.

You don't need to write a book, but in three short paragraphs tell me something about you that I will remember and want to find out more about. I realize that it's so easy for me to just say that and what you really want is a formula for what works. So let's delve into that.



Here is a list of questions I want you to ask yourself right now. Write down the answers. The more open and honest you are here, the better the men you meet will be. If you can't be honest with yourself, then it's going to be hard for me to help you find the right match.

1. When you are not at work, what do you love to do?
2. If you could go anywhere in the world tomorrow, where would you go?
3. Why?
4. If you had unlimited money and could do anything you want with your life without any risk of people judging you, what would you do?
5. What's your favorite thing about yourself?
6. When is the moment in your life when you were the happiest?

I think it's important to lead by example, so I will go first and open up with you.

When I'm not working my passion is traveling and meeting new people. I love hearing what makes people different and learning about different cultures through experience. If I could go anywhere tomorrow, I would go back to London. I haven't seen my close friends for two years now and I would love to spend a month reconnecting, before traveling on to see new countries. If I could do anything, I think I would write detective novels. My last four books were all non-fiction and while I'm really good at that, I just want to see if I can create from nothing. My favorite thing about myself is that when it hits the fan I can handle it. When I was in Japan one of my friends almost drowned. I jumped in and saved her when everyone else was freaking out. She just had a baby and I think about that all the time. It's the best thing I've ever done.

If I never do anything else with the rest of my life, I've already done something that makes my life count. The moment in my life when I was the happiest, was when I was snowboarding in Japan by myself and listening to my Ipod. The sun was setting and there was nobody else in sight. For a moment, the universe was perfect.



I hope that I just became a lot more interesting to you. I'm feeling super emotional right now opening up like that. Even though I'm alone with my computer, sharing that stuff is a very real experience for me. Now you know some really deep and intense things about me.

You don't want to go this deep in your actual profile, but what you can do is take this information and distill it into something that makes you amazing. Basically you want to remove the questions and turn it into something like this:



I have a passion for traveling and meeting new people. I have spent most of the past ten years living around the world and there is so much more that I want to see. I can't wait to go back to London.

I haven't seen my close friends for two years now and I would love to spend a month reconnecting, before traveling on to see new countries. I make a living writing non-fiction books, but I want to write a detective novel some day. I love reading noir and I want to see if I can create something from nothing. The moment in my life when I was the happiest, was when I was snowboarding in Japan by myself and listening to my Ipod. The sun was setting and there was nobody else in sight. For a moment, the universe was perfect.

I only edited it a little bit and I took out the drowning story because it's too intense. That's more of a second date story.



Create Hooks

You ever wonder why 99% of the emails you receive are the same and boring and generic? It's because your profile is boring. Sometimes I see a girl who is just beautiful and I want to write her a great opening email, but nothing she writes in her profile is interesting or unique. I have nothing to work with, so I have to go generic.

A hook is basically something in a conversation that I can hang a thread on.

I just realized how many technical terms I just used. Sorry about that. My inner nerd is sneaking out right now. A thread is like a thread of conversation. For example, talking about work is a thread. Then talking about your dog is another thread. I really hope that was clear.

In my paragraph I gave you dozens of hooks, or topics you could email about. You could message me about London, traveling, passion, Japan, writing, detective books, non-fiction, snowboarding. You could even message me about Ipods. At least it shows that you read my profile.

By putting hooks into your profile you are making it easier for men to write you quality emails. This will also help you see who actually read your profile and is interested in more than just your pictures. This will give the guy who wants to write you a three-paragraph email a chance of standing out from the crowd.

If you take the time to go out and read 10-20 random women's profiles in your area, you will notice how interchangeable most of them are. Everyone likes traveling, animals and their family. They are all making themselves generic. If you want to win, be specific.

Don't Go Negative

If you are really good looking you are going to get some hate mail. You might as well know it right now. I wish I could tell you why guys do that, but I can't. Even in all my years of struggling with women when I was younger, I never took the time to write someone a mean email.

I think it's awful.

I have gotten about 20 hate emails to my blog over the years. They all call me fat. So I know that receiving hate mail totally sucks. But what I have never done until right now is to acknowledge those emails publicly. If I wrote blog posts about it, I would actually generate more hate mail. (I haven't gotten a mean email in a year, so maybe my content is better.)

What happens is that a woman gets hundreds of emails a day. She only checks her online profile on Sundays and Mondays. Most women check their online profiles on these days after a less than satisfying weekend of dates or meeting the wrong men in bars and clubs. So she has over a thousand messages. If she's a princess she'll respond to fifty of them. But even that is a lot of work.

Most likely she will message ten men or less back. That's 1% of all the emails she received. She would have to spend hours just telling each guy that she's not interested in him. That's if she just copies and pastes the same message to each guy. That's a lot of work. Instead she deletes them.

Most online dating sites will let me know if you've deleted my message. When I was younger I used to watch that like a hawk. "Has she read it yet? Has she read it yet? OMG she's reading it right now! I hope she likes me!...She deleted it? WTF?"

Right about then is the moment when a guy wants to say something negative.

I actually just messaged a girl last week who has a huge blog all about her online dating life. She has gone out with over 100 dudes in the past year that she met online. I wanted to see if I could break through to her. She never replied. Rather than get angry, I see this as intriguing data. I'm probably going to interview her for my own blog soon, so this will be something really interesting to talk about.

There is no reason to hate someone because they aren't attracted to you. But plenty of guys do just that.

I once had a dating student who had a speech he gave to every girl who rejected him. It was about how one day the perfect guy was going to walk up to her and she would reject him and not realize that she missed her one great chance at happiness. After this her life would be a tragedy of watching Oprah and talking to her cats.



I had to tell him to stop that. Putting negative energy into the universe is awful and just because a girl doesn't like a guy doesn't mean she's a bad person. They just didn't connect.

But lots of guys will take it personally when you are deleting emails or ignoring ones that don't speak to you.

You need to ignore them. Don't let guys taking out their insecurity affect you.

I have seen a lot of profiles where women have gone on the offensive. Either explaining that if they like you they will reply and if they don't to not be offended. Or saying to stop sending them mean emails. Etc.

Don't do any of this.

When I read those, I start to wonder why men are sending her mean emails. I think she must be mean or have a problem or something. Basically it attaches a bad connotation to her profile. And there's no point in doing it. No matter what your profile says, those dudes are going to write weak emails.

It's better to ignore the negativity than to respond to it.

About Him

It's ok to say what you are looking for. This is where you can screen out a lot of guys. Just realize that most men message you without reading your profile. Because until you write back, it's not an efficient use of his time. He's got hundreds of emails to send today.

Not every dating site is the same, so sometimes you just put this information into your description or About Me section.

To be honest I usually find hard screening questions offensive. This is a personal thing, but I break all the rules with who I date. I have dated women 11 inches taller than me. I have dated women who are WAY better looking than me.

A lot of those women on paper would have said they would never date a guy like me. But then they met me.

If you absolutely, positively will not date a guy who is shorter than you then this is where you put that. But just realize that a guy like me who loves taller women and has dated plenty of taller women and been their first shorter guy, will not message you. I read that and I think that's a shame.

The Rooster

I have written four dating books and I finally get to talk about the Rooster. For about a year and a half the Rooster was my hero and mentor. This guy is an absolute legend. He's short. He looks young for his age and for a long time was an actor in Hollywood who would play teenagers. And I mean sometimes he had to pass for 14 in his 20s.

His wife is taller than he is and really beautiful. When he finally made his big move to ask her out he was standing on a couch. That guy ain't afraid of anything. They have two kids now and are super happy. I've never asked his wife if he's the first shorter guy she ever dated, but I know she's sure glad she didn't put "will not date shorter" on her profile.



But whatever your rules are you should put them in your profile. There is just a give and take. You will screen out extra guys who don't like that you even said that. Think about how some of the following statements read. I have seen all of them in profiles.

- ❖ Will not date white men.
- ❖ Will not date black men.
- ❖ Will not date hairy men.
- ❖ Will not date men with kids.
- ❖ Will not date men older than X.
- ❖ He must have a 6-pack.
- ❖ I have a boyfriend, I'm only on here looking for women right now.

Some of these are ok to say and some of them read pretty dark. The last one will probably get you more messages not less anyway.

The Real About Him

You should really talk about the qualities you are looking for in a man. If you have kids, then you should say he likes kids.

The way to do this is to make a master list of qualities. What are the ten most important things you are looking for in a man? Take a few minutes now and create a list of all the qualities you want in a man.

I know. I need to go first.



Here's my list in real time. I didn't prepare this before writing this chapter.

- ❖ Kind
- ❖ Intelligent
- ❖ Likes Reading
- ❖ Likes Costumes
- ❖ Passion for Travel
- ❖ Not anchored
- ❖ Doesn't judge my career or how many hours a day I work
- ❖ Is ok with my lifestyle
- ❖ Likes dancing
- ❖ Tall
- ❖ Has nice shoulders
- ❖ Wide eyes
- ❖ Brown hair
- ❖ Wears dresses
- ❖ Hates watching sports
- ❖ Likes action movies
- ❖ Thinks I'm funny
- ❖ Doesn't mind edgy jokes
- ❖ Doesn't get weird about my career
- ❖ Doesn't want to read my dating books
- ❖ Can separate my personal life from my profession
- ❖ Makes me feel ok with who I really am
- ❖ Gets along with my friends

I could probably go on a little more, but that's what I came up with in about ten minutes. So now it's your turn to do the same thing!

Once you've done that I want you to separate them into two groups. Must-have and would-like-to-haves.

My must haves:

- ❖ Kind / Intelligent/ Likes Reading/ Likes Costumes /Passion for Travel
- ❖ Not anchored/ Doesn't judge my career or how many hours a day I work
- ❖ Is ok with my lifestyle/ Likes dancing / Thinks I'm funny
- ❖ Makes me feel ok with who I really am / Gets along with my friends

The next thing you want to do is remove any of them that really can't be expressed in a profile. There is no way to know about those last two until I meet her and she meets my friends. So I'll remove those from my list.

The Meerkat and the Dragon-Whisperer

I have two friends who are married to these two women. And they are two of the most unique women on the planet.

I met the Dragon-Whisperer when I was living in Japan. I have no idea when we met. Even back then I couldn't remember our first meeting. But when she talks to me I get all soothed. I knew her right when I was dating the girl who treated me awful that I talk about in Girl Gets Ring. I was pretty angry at that point in my life because someone was just treating me wrong. But somehow, whenever the Dragon-Whisperer talked to me, I would be calmed. We have this connection that is hard to describe. It's not attraction. It's something else. She makes me feel at peace.

The Meerkat I met less than a year ago and she recently married one of my friends. They are an awesome couple and inspire me in a lot of ways. When we met she spent about three hours asking me about my work as a dating coach. At that time I was only writing books for men and doing a lot of live coaching and events.

A lot of times when I talk to women about my work I feel like I have to be cagey. I don't like long drawn out discussions about dating when I'm not working. Since talking about dating is my work. I love my time off. But when I'm talking to the Meerkat I just feel like I can be myself. It's like a perfect feeling. And it's a lot rarer than you think.

I really love being around those women and so I look for that quality in the women I date. I have gotten pretty close a few times, but never all the way there.

I think the truth is that we all want that in the person we are with. Someone who accepts us exactly as we are and doesn't want to change us. Every man's deep fear is that the women we date love who we could be, not who we are right now.

I removed all the physical statements because they are not hard and fast rules. When I was in college every girl I dated was between 5'2 and 5'4 and had the same haircut. They also looked a lot like each other. Now I like tall women, but I still like short women too. For me physical attraction is on a case by case basis. I know it when I see it.

I would rather have a girl message me and then decide when I look at her profile if I like her or not.

THIS JUST HAPPENED

While I am writing this I have a bunch of online dating sites open. I just got a message from a short girl. If I'd said that I only like taller women, she wouldn't have messaged me. She's actually really cool and interesting. I'm glad that we are chatting for sure. This is an example in real time of someone you wouldn't initially expect contacting you. Even if you have a type, there are amazing people outside that type that might just blow your mind.

The next step is to take your must haves and place them in order of importance in your life. This is really critical. Let's say you want a man who cares about family, work and religion. The order is really important. If he puts work before family but you put family first, there will be friction when he misses the kids' school play to work.

Put your must-haves down in order of importance and I'll do the same thing right now.

1. Intelligent
2. Kind
3. Not Anchored
4. Passion for Travel
5. OK with my work schedule/lifestyle
6. Thinks I'm funny
7. Makes me feel ok being myself
8. Likes dancing
9. Gets along with my friends

To be honest I am surprised at how my list turned out. Until you take a few moments to really dig into yourself and find out what you feel, you won't know the answers.

Now that you've taken some time to get to know yourself, you can write a description of the man that you really want to meet. I am sure that your list is totally different from mine. And that's great. The more unique your list is, the more powerful it will be when a guy reads it and realizes you are talking about him!

"When I think about the woman I want to connect with through the site, I have to say that intelligence is really important to me. I want someone that I can talk to on a real level who will fully understand my work and what I love to talk about. Kindness is very important. I often watch how a woman treats strangers to see if she is the type of person that I could date. I could never be with a woman who talked down to waiters or yelled at people.

"I'm looking to spend more of my life traveling, so a woman who can get on that page is crucial. If you don't have a passport, then we are on two very different pages. Personal flexibility is a really great trait to have as my schedule is changing every week. Sometimes I have to disappear into my computer for a week to finish a writing project and sometimes I don't have any work for weeks at a time. If you can handle the fact that I work my own hours then we might have something really cool. I don't work the 9-5 anymore and I make way more money than when I did, so I want to be with a woman who's ok with me waking up at noon.

"Everybody always says that a sense of humor is important but I actually mean it. If you can crack jokes all day long and reference obscure 80s movies, then I definitely want to talk to you. There is nothing so wonderful as being with someone who likes you just the way you are. I'm not looking for a woman that needs to be fixed and I don't want a woman who wants to fix me. I won't be changing any time soon. If you like who I am and not my potential then that's awesome. I am a really good dancer and so you need to be able to rock out on the dance floor. It's not about skill it's about having fun and not caring about the rest of the room. When you're with me, nobody else matters. Dating is a journey and adventure, so why not enjoy it? My friends are really important to me and they are all weird in their own unique ways, but I love them and a girl who can handle new things is a real asset in this world."



Take the time to work on crafting your sections. This is a great place to test different writing styles. This section doesn't have to be long. So you can try just listing a few important things and see what kind of men are messaging you. Like I always say, I'm a big believer in testing things. You never know how men are going to react to something until you actually say it.

I will probably rewrite this section five or six times before this book is published. I start off with my first draft and then I show it to Travis to kind of see how it looks to someone else. Then I will go back in and adjust some things to make sure that what I mean is what I wrote. Sometimes something sounds totally different when I reread it a few days later.

This doesn't mean that I will keep my profile in rough draft form for weeks. I will make changes while it's live. There's nothing wrong with that. You want to keep adjusting your profile while people are actually reading it.



The Perfect First Date

I have tested about three different types of answers for this question in my profile. This is the least important part, as someone will only read this if they have gotten through the rest of your profile.

So anybody who reads about your ideal first date is already super interested in you.

At this point it's more about not saying the wrong thing than it is about saying the right thing. I have seen some really shocking descriptions of an ideal first date that completely turned me off from wanting to ever meet her. But I have never seen a first date that sounded so amazing it knocked me off the fence about a girl.

The most shocking ideal first date I ever read was a girl who said she liked long, quiet walks in the woods.

There is no way she ever had a first date like that. If a girl drove me to the woods for a first date I would be terrified. I would be reliving every horror movie I have ever seen and I would probably try to jump out of her moving car.

You shouldn't base your idea of the perfect first date on a movie or television show. You should base it on reality.

What was the best first date you ever went on?

I can tell you about mine. You are about to find out something super real about me, but I have written about this a bunch of times, so it's ok.



My Best First Date

The best first date I ever had was with The Mouse. Yes, I give every girl nicknames. But this girl was amazing and I remember every moment of our time together. On our first date we met on a Sunday night in London. I had been out all day with my friend Darren and I was hammered. So I show up to meet her in an empty bar and all I'm trying to do is hold it down.

Have you ever been drunk and you're just trying to hide it because you ran into someone who is stone-cold sober? Well that's what happened to me. I wasn't 100% sure that this date was going to happen that Sunday, so I just had fun with Darren all day. And then I rode the tube across the city to meet The Mouse.

When I get into the pub I'm sure that I'm playing it super cool and that she has no idea. So we go up to order drinks. She ordered a double Black Russian. I have never in my life seen anyone else order a Black Russian. Let alone a double.

We ended up bouncing around between like 4-5 bars that night and meeting up with different friends together. But that first moment was perfect for me.

I asked her about it a week later. "Did you have any idea that I was drunk on our first date?" She asked me if I was kidding. I was hammered and it was so obvious. So she decided that I shouldn't be the only one having fun and became determined to catch up.

For me that is one awesome chick.

I'm probably not the perfect guy for you and that's totally ok. Because the perfect guy for you is out there. So think about the best date you've ever been on. That's what you should be talking about. Not the best date you've never been on.

There are a couple of things that I just hate for first dates. I really hate dinner and I really hate movies.

Dinner at a nice restaurant is so high risk. You are across the table from each other in a badly lit restaurant where the waiter always walks over at the wrong moment. I can't tell you how many times guys want to punch the waiter who walks up right when things are getting emotional. This is something I talk about with my friends all the time.

You are sitting across the table and you are too far apart to touch each other. This is a physical replica of a job interview. It's just a table instead of a desk. So this can cause your brain to get more stressed out. It's reliving a bad past experience and you don't even realize it. If you've ever been on one of these dates and can't figure out why you didn't like it, that's probably it. Bad past memory association.

Then there is the awkwardness of eating in front of a stranger. Do you order the salad so you seem healthy and thin, and then spend the rest of the night hungry? Or do you get the steak you want and have him spend the night thinking you are a gold digger?

I do have a friend who swears by dinner dates, and his is actually a brilliant dating coach who is all about romance and long-term relationships, so that type of guy does exist. But I just hate dinner dates. Twice in the past two years girls I was dating forced me into a restaurant with them. Both times it ended in tragedy. We ended things within ten minutes of walking out the door. And I went to hang out with my super amazing lesbian best friend who always knows how to cheer me up.

Movies are bad for the same reason. You can't talk with each other and if the movie is lousy, you will not like each other. It's another side effect of the human brain.

As with all my stories I have an example where this went horribly wrong for me. This time it happened in college. I was making a move on a girl one of my friends had just rejected. So I took her to the movies. I took her to *The Messenger*. If you are a woman you probably haven't seen this movie, but if you are a guy you probably have.

I thought it was a great date movie because it's about Joan of Arc. It's a film about a strong woman leading a bunch of men.

It's also the most graphically violent film I've ever seen. I remember one moment from that movie. It's a battle scene and someone's foot gets cut off. It rolls across the battlefield and rests right in front of the camera.

Even back then I was like, "nothing is going to happen with this girl now!"

No woman wants to see a foot get cut off and then start kissing a dude. They are pretty much opposite ends of the spectrum.

Now you might be thinking that this is a one-way street. That a woman will be affected by a bad movie, but that if you make a guy see a romantic movie it will be fine. But guess what? This has happened to me too.

This time I was in high school.

I had a girl force me to see *Pride and Prejudice* in the movie theater. Now I have three sisters so believe me I have been forced to watch every single Jane Austen movie like ten times. But this one was so boring. At least with my sisters I can make comments about how boring it is throughout the movie.

When this girl took me to this movie, I had to pretend I liked it. And it totally affected me.

We only had one date.

Maybe you have had good first dates where you went to see a movie. This can only happen when you both have the exact same taste in movies. Even with serious girlfriends I pick the wrong movie. I was pretty serious with a girl two years ago. And I made her go with me to see *The Box*. It was by the guy that made *Donnie Darko*, one of the greatest films of all time.

But I will be honest with you. *The Box* was so awful. I thought she was going to break up with me as we were walking out of the theater. It was that bad.

So now that you know about a small selection of my bad dates, let's talk about what makes for a great date.

There is nothing so important in a relationship as communication and feeling comfortable with each other. So what you really want is a situation where you guys can talk to each other and hear each other, but that is not high pressure.

The problem with a movie or dinner is that you cannot leave until the end. Have you ever been clock watching on a date? I sure have and I have been out with girls who wanted to escape me.

The date that I love the most is meeting in a casual bar for one or two drinks. I actually don't get hammered on most of my first dates. It just sounds like it because those dates make for the best stories. I like just a few drinks because it helps both of us relax a little. It just takes the edge off. The other thing that's great is that if the date is terrible she can just down her drink and leave at any time. There is no time pressure.



I know a lot of guys who feel the same way about coffee dates. I don't do those because I'm a total night guy and I'm allergic to coffee. I do most of my work and my living when everyone else is asleep. It's just my circadian rhythm.

So if you describe your perfect first date as an opportunity for conversation with low pressure then that can be really great. That's all you want to express.

Low Pressure.

Conversation.

I like going to cool bars because you are alone but also not alone. It's like the best of both worlds.

One More Date Story

Surprising dates can be the best. I took a girl on a fishing date last year. I am awful at fishing. I've only done it maybe three times in my life and I always had a real fisherman with me to handle the gross parts. Like touching the fish.

So I asked this girl who I thought was a total Tennessee country girl on a fishing date. Mainly because I'd never been on a fishing date before. So we went to this random lake at like 9:00 a.m. on a Monday near where she lived.

This lake was not much bigger than a pool. My plan did not involve catching any fish. I have no idea what to do when that happens, but I was pretty sure she would know what to do. But she did not.

This girl catches a huge bass in a lake that we both thought was empty. We both started freaking out. We didn't want to kill the fish but neither one of us wanted to touch it either. I tried to pull the hook out of his face at least five times. But he wouldn't hold still.



Eventually we just cut the line and threw him back in the water.

The girl has a lip ring and so she said that now the fish looks just like her. The whole experience was hilarious. It was a fun date but we didn't connect and now we are just friends. We were a terrible dating fit, so it wasn't the fish's fault.

But I'm never going on a fishing first date again. It's totally third date material.



Answering the Questions

There is a reason I put those matching questions last. The science behind them is 100% flawed.

Yet again OKCupid used their data on tens of thousands of people who have been on tens of thousands of dates with each other. Out of the hundreds of questions they have on there, only a few have any relevance to actual relationship results.

Before we dig into that I will tell you a secret about 90% of men. We never look at the questions. I don't care if a dating site thinks I am 93% friends with a woman and 1% enemies. That's a ridiculous statement.

Have you ever heard someone say I 90% love my boyfriend and 3% hate him? These emotions are mutually exclusive. At least I hope they are for you.

Plus to be honest we mostly message women if we like your pictures. I know you already knew that but I'm just saying it again. The other thing is that most of the questions they ask just aren't that important to me. It's the opposite.

I think that the more different a person is from their partner the better. I love dating women who are completely different than me. I like when a woman is from a different country, culture and religion. Because I never know what is going to happen next. It's a constant state of surprise. And that's what makes those relationships so awesome.

I hate people with the same name as me, let alone with my personality. I don't want a photocopy of me, I want a complement to me.

There are only a few questions that actually predict human behavior.

Before you read further on, I want you to answer something honestly.

Do you like the taste of beer?

Say your answer out loud right now.



Now answer one more question for me.

Would you consider sleeping with someone on the first date?

If your answer to the first question was yes, there is a 60% chance your answer to the second question was also yes. There is no other first question for women that correlates to how they feel about sleeping with someone on the first date.

That information isn't that useful to you, but it's certainly interesting.

If you want to know if you and a guy have long term potential, there are only three questions out of the thousands on dating sites that can predict if it will work out. Are you ready for them? Before I tell you, it's important to know that there are no right answers to them. It's not about that.

- ❖ Do you like horror movies?
- ❖ Have you ever traveled to another country alone?
- ❖ Wouldn't it be fun to chuck it all and go live on a sailboat?

Write down your answers. Lock them in because I am about to drop some serious science on you.

According to the online data, 32% of successful couples match up on their answers to all three of these questions. Those are the most significant questions and they only apply to one in three couples.

I'll give you my answers, since you wrote yours down.

I hate horror movies. I have traveled to multiple countries alone. And I love the idea of getting a sailboat and traveling the world. That's one of my dreams.

If your answers are the same as mine, there is a one in three chance we would be a good couple. Actually that's not true. I'm using statistics backwards when I say that. We don't know how often people who match on all three end up NOT working out.



Hopefully this hasn't gotten too boring and scientific for you.

The only thing you should take away from this is that the questions actually don't mean anything.

There is a girl whose blog I really like reading right now. And she dates guys totally based on how well they match with their questions. It's so fascinating. She has been on 103 dates this year with guys who had high match percentages with her. That is 203 dates where the data said they would be a good match and they totally weren't. In case you are wondering I'm 93% match and 1% enemy with her.

Yes, that is the girl who didn't reply to my email. I'll find out more when I interview her and update this section for you.



Implement

So now that you know what is important in your profile and what isn't, it's time to take action. Don't spend three weeks agonizing over the perfect profile. It just doesn't exist. What you want to do is just get something out there. Once you have your first profile up, you can keep changing it and improving it.

Don't ask your friends for their opinions. They are going to give you flawed advice. They already know you, so their ideas are skewed.

The only purpose of your profile is to get as many guys to contact you as possible. And of course I mean as many of the RIGHT guys as possible. So focus on that result and you can develop an amazing profile. If you can take action and not take it too seriously, you can have a lot of fun.

One More Secret

Everyone lies on his or her online dating profile. Men and women all increase their heights by two inches and most men round up their income to 100k a year. That's the watershed income. At that income the number of women who will message a man triples compared to the same man making 95k.

The average picture in an online dating profile is two years old.



Conclusion

It's a brave new world. Online dating can be your greatest enemy or your greatest ally. If you just treat it like regular dating, then you will be struggling to keep up.

But if you use the strategies in this guide, you will have a real edge over the other women who want to date your perfect man. Now you have the tools to get to him first. And remember, all is fair in love and war.

Please take the time to email me your success stories. That's what I live for.

Jonathan Green

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