

Date *like a*
grownUp

Create a Profile that
Makes
you Shine
Online

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Profile Writing Guide Book

Congratulations! You are taking responsibility for creating a wonderful love life for yourself! You understand that this man/love thing isn't going to just magically show up for you.

You "get" that you have to focus some time and energy towards achieving this super important goal – just like you've done with all of the other meaningful accomplishments in your life.

But this doesn't have to be hard, or a necessary evil. You can make it really fun! Think of this as a part of your journey; one that lets you learn a ton of great stuff and, in just a few weeks, gives you tangible tool (actually many) you can use to attract attractive men.

Let's get to it! I'm excited for you!

STEP 1 OF CREATING A PROFILE THAT SHINES ONLINE:

Tell Him Who You Are

Your online profile has to express your authentic and best self. That's what attracts the right men. In fact, the basis of making any meaningful connection with men is the ability to talk about yourself in a way that men relate to.

You Have to Answer His Question: Why are you special?

I believe that it is YOUR responsibility to help men get to know you. You can probably rattle off your resume, but can you answer the questions that are lingering in the minds of men when they look at your profile: What makes her special? Why would I want to get to know her?

Few women can do this. You're going to learn to get out your special-ness using an exercise I give my private coaching clients as I support them through my [6-Step Find Hope and Find Him System](#). Step 1 of my system is **Who Am I? Falling in Love With My Grownup, Sexy Self**. We don't have the time to fully explore this really saucy step, but we're going to use part of it to reveal the fabulous woman you are and then express her. (As a side benefit, I'm pretty sure that you're going to start digging yourself even more when you do this!) You see, it's not enough to just offer up the facts about what you do and throw in a bunch of adjectives about your personality. Your profile needs to give him a sense of what it would be like to BE with you. It needs to be written in HIS language and it needs to evoke his emotion. (Yes, men are very emotional, just in a different way.)

Use Nuggets: A Magical Way to Express Your True, Special Self

My husband, Larry, says women talk in stories, men listen in headlines. Nuggets are your headlines; succinct bits of information about yourself and your life. In this challenge you're going to create some nuggets. This is the fun first step of writing your profile! (BTW, nuggets are also the "talking points" of early courtship. They allow him to get to know meaningful things about you; and you him... and pretty fast.)

So, did you read the articles and do the homework I sent when you signed up for the Challenge? It lays the groundwork for creating your nuggets. If not, [here is the article I suggested you read](#). Maybe you read everything and you're still unsure about how to do nuggets? Or maybe you've come up with some but are wondering if they are correct and usable on your profile? Don't worry. It can be hard to step apart from yourself and get down on paper what is special about you. It can feel awkward and a bit "braggy." But sister, writing a profile (and dating) requires you to brag. And in this step I'm going to teach you some of the skills you need to do it in right way...with men!

Don't Be Like All the Other Women Online

Here's Exactly How to Stand Out, Sister!

You are not a cliché so your profile shouldn't be either. When you are writing or talking about yourself, facts and adjectives just don't do the trick. Here's what men are reading every day to the point their eyes glaze over:

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- | | |
|------------------------------------------------|----------------------------------|
| ✓ I'm a good friend. | ✓ I'm into eating healthy foods. |
| ✓ I like to read. | ✓ I like to cook. |
| ✓ I love my [family, children, dogs, parents]. | ✓ I love to travel. |
| ✓ I love to laugh. | ✓ I'm spiritual. |
| ✓ I enjoy spending time outdoors. | |
-

These women sound nice and average and whatever (yawn!).... but would you go out of your way to get to know them? Would you risk rejection to get to know them? Most guys certainly won't. After reading "I'm happy, nice, smart and love music..." they are on to the next profile.

So, you need to turn your clichés and facts into stories. That's what nuggets do for you.

Here are examples of how to paint a picture that stands out, grabs the right guy and turns off the wrong guy.

Cliché: "I love being a mother"

Yummy nugget: I love having my 2 kids over for our monthly taco and board game night. We get a chance to catch up, laugh and remember why we love and each other.

Cliché: "I love to laugh"

Yummy nugget: I can't tell a joke to save my life, but I am a great audience if you like to tell them. I laugh so easily I sometimes think comedians should pay ME to come to their shows.

Cliché: "I like to cook"

Yummy nugget: My friends all know that when they come to my house they are going to eat well. My latest passion is teaching myself how to make sushi.

Cliché: "I love to travel."

Yummy nugget: Last year I went snorkeling in Grand Caymen Islands and saw my first barracuda. Scared the bejesus out of me but it was cool. Next, Machu Picchu or Florence. (And then you can ask 'Where do you want to go next?')

Cliché: I love music.

Yummy nugget: I'm still stuck in the "70s and rock is my thing. Just love that Stevie Nicks is touring again. I'm going to go see her."

SUPER TIP: It's OK – even desirable – for you to sound goofy or a bit vulnerable, or sassy - as long as it's a genuine reflection of who YOU are. Use these nuggets to get out your personality!

A good nugget incorporates your values, personality and maybe a vision of the future.

Who is your favorite comedian? Why? Volunteering at the homeless shelter is important to you. Why? How does it make you feel? How do you like to spend your down time? What is an example of how you are a good friend? What do you dream of? What are you proud of? Why? What are experiences that representative why you love these things or want these things?

Get it? Nuggets can be magical! Your profile should paint a picture so he can decide if he wants to be a part of it - or not. Nuggets are going to help you do that.

Think You're Not Special? Read This!

Are you wondering if your life is exciting enough to create good nuggets? Or that you're too boring to attract a man? Nonsense!

You don't have to have climbed Mt. Everest, be a master chef, or speak 3 languages to be special or interesting. If you lead a quiet life, that's great. Shy? Many men love shy women. Don't like the outdoors or exercise? Lots of men don't either.

The key is painting an interesting to read, true picture. The RIGHT man will totally dig you.

Here are some examples of how you can express some 'simple things' that you want the right man to know:

My favorite way to unwind after a long day is to curl up on the couch with my dog and read one of the 10 new mystery novels I just downloaded. It's my great escape.

When people meet me they probably see the shyness I've had since childhood...but I love meeting people and I warm up in no time. It can surprise some people and I kind of like that.

I'm really fascinated by numbers. A lot of people think that's weird or boring. I guess I love it because... [fill in why].

Having quiet time to reflect and rest is important to me. This recharging helps me manage and enjoy the more tumultuous parts of my life. (Like [give some short examples].)

I'm all about the simple pleasures in life. Watching the sun set, drinking my morning Starbucks double espresso, or taking my puppy for a hike or the dog park. It's the little things I look forward to the most.

You see how all of the above nuggets paint a picture? For instance the above nugget not only tells him that you like sunsets, coffee and dogs, but that you are easy to please, really appreciate life, like animals and being outdoors.

He can imagine the two of you walking your dog in the park, holding hands and sipping coffee afterwards. Or with the others, they can picture the challenge of meeting you and watching you warm up, or cozying up with your books after a long day of work.

He can put himself in the scenarios you paint and see how it feels. If it feels good, he will contact you. If it doesn't, he won't. And that's what you want, right? To attract the ones who want and have the other guys self-select out.

SUPER TIP: Use "because" to help you bring out more meaningful, feeling oriented parts of you.

More Sample Nuggets for You

These are some that were posted in the Facebook group over the last few days. GOOD JOB! Short, shows personality, values,

*When I'm out with my camera, I find no shortage of beautiful, quirky or humorous subjects. I just show up! **Nancy R.***

*I've traveled a lot. One of the things I've discovered is that we all really want the same things no matter where we're from, we're truly all connected and I love that! **Lauren H.***

*I'm a fabulous living room dancer and shower singer. Whether listening to African drums, classic Hip Hop, Jazz or the best of the 80's, 90s...I can't help but move to the beat. **Carol W.***

*I enjoy volunteering as an ESL tutor to foreign students at UVIC. I think I learn as much from them as they do from me. **Shelley M.***

*I consider myself very fortunate to be able to have a career that truly lines up with a few of my natural skills and abilities (my inquisitive nature, data analysis) and my passion for the well-being of people. **Brook F.***

*I love laughter - whether it's my partner teasing me about something, a co worker being a goofball, or me telling a funny story. I must laugh daily in order to live and breathe! **Lisa N.***

*I spent my first two years of retirement developing a mentoring program for Jamaican children as a long-term solution for HIV prevention. I love that I was able to help some kids have a better life and "give something back" as a Peace Corps Volunteer. **Lee F.M.***

*Being a grade 6 French immersion teacher allows me to enjoy the spirited (but still respectful) exchanges with preteens who are starting to test the limits. Teaching them the beauty of the French language is rewarding, but I do take special pleasure in torturing them with conjugating verbs. **Hélène S.***

And a few more from my fabulous past private coaching clients:

Music totally moves me, so the gospel choir I recently joined has been food for my soul. I leave every single rehearsal refreshed and restored. I imagine it's what heaven must be like.

I love the beach and the movie theater for the same reasons - they both give me a chance to completely unwind and get lost in the moment.

Traveling the world is a dream of mine. Until I can make that happen, I'll keep watching the Travel Channel and sampling cuisine from every international restaurant in town.

I started my own business five years ago and the support of my family and friends was an invaluable part of my success.

I eat healthy almost always but won't say no to a mean steak or great piece of chocolate cake.

I like to organize big parties and do it regularly for my friends...often at the last minute. I love being a great hostess!

I've always wanted to learn how to build furniture. Look how much these say about these fabulous women!! Do you see? Don't you want to know them?

1

HERE IS YOUR STEP 1

*Action Challenge!***1. Write yourself some yummy nuggets.**

If you haven't yet started, get to writing your nuggets. If you have already written some, apply what you've learned here and tweak if needed. Are they succinct? Do they tell a meaningful story? Would the right man feel good about you and what you are sharing?

I recommend you create a good list of nuggets. Maybe 10 or 15 if you can.

DON'T OVERTHINK! These don't have to be brilliant; just REAL. And don't worry about the man-thing. I'll give you more info on that in other steps.

Use the worksheet I sent earlier to help you write. [You can CLICK HERE to reprint the worksheet.](#)

HAVE FUN!**2. Interview nice people.** (This is optional but I strongly recommend doing it.)

A good place to gather information for your nuggets is to interview people you like and trust. Ask a few friends, family, clergy, colleagues these questions:

1. How would you describe me?
2. What do you like about me?
3. What experience or story can you think of that represents the type of person I am or what it's like to be with me? If they say things like "You are nice, you are generous, you are funny" ask them to give you a real-life example of an experience you shared that expresses that part of you?

Don't be afraid of doing this!

I have had so many women do this who felt uncomfortable and scared to ask this of their loved ones. But every time they were delighted and surprised at the responses. If someone likes or loves you, it's a gift to let them tell you why!

3. Post your new nuggets on the Facebook Page (if you are a member).

Post one or two of your new nuggets in the thread I'm starting for Step 1 of the Challenge. Nancy and I will take a look and give you feedback. And others will as well.

Don't be shy. Remember, we are all in the boat together, right? We are here to give each other support and honest, loving feedback, so put it out there. I promise to keep it a safe place for you to work out your nuggets.

Finally, We will be refining your nuggets over in the next few sessions. I'll be giving you specific direction about how to weave it all together, what language works with men and what turns them off.

Remember, this is just a first step and sometimes first step seems the hardest! **HAVE FUN WITH WRITING NUGGETS** and enjoy getting to know yourself even more.

You ARE special. Now let's show them why.

Your next step is Who are you looking to meet?

I'm going to help you get a little clearer on who you want and how to let those guys know they may be right for you. (You'll learn to do it in a way that doesn't turn them off, which a lot of you are doing...I am sure of it.)

[Taken from Online Dating Challenge Lessons email dated 12/22/14]

So...how have you done with my Challenge so far? I trust that you have devoted some time to Step 1. You've been creating nuggets and you've come up with some great ones for yourself, right?

Again, you want to have 10-15. More is even better. They should tell the story about your lifestyle, your values, your friendships, what you care about, what you love, what you're proud of...all kinds of good stuff. They don't have to be big...but they have to be REAL.

And remember: It's OK – even desirable – for you to sound goofy or a bit vulnerable, or sassy - as long as it's a genuine reflection of who you are. Use these nuggets to get out your personality!

If you've got a good nugget list going, huuuuge congratulations! You should seriously give yourself an atta-girl.

Not only do you have an excellent start to your new profile, but I bet you've learned a few pretty cool things about yourself! (I just love this part of this exercise.)

Now, if you haven't worked on your nuggets yet, **START TODAY**. You don't want to get behind, especially with the holidays around the corner.

No excuses, no more self sabotage. (I get it. I'm still trying to graduate from the school of being my own worst enemy!) Take care of yourself and get this done. I'm right here with you.

I know that this can be a busy time of year, but you shouldn't be so busy that you can't spend an hour here and there to march yourself closer to having a fantastic love life in 2015.

This is YOUR YEAR and together we're going to get you there.

Speaking of which, let's march on and get to your next step of the Challenge!

2a

STEP 2a* OF CREATING A PROFILE THAT SHINES ONLINE:

Who Are You Looking To Meet?

A good profile compels the right man to contact you. He reads it and thinks “Wow! She seems great. I think I’d like to get to know her.”

You elicit that response by giving him a clear picture of who you are, what you care about and what it would be like to be with you...with your personality showing through.

Here’s what else the right man needs to see in your profile: *Hey buddy! Yoo-hoo! You’re the kind of guy I’m looking for!*

Like us, men are insecure. Yep, it’s true. They just don’t wear it on their sleeves like many of us do. Just like when you read a guy’s profile and want to know you have a chance, he wants to know that too, before he dashes off an email and faces rejection (again).

When you include information on who the right man is for you, you tell the guys you WANT to jump right in and the WRONG guys to self-select out and don’t bother you.

You are looking for quality, not quantity, right?

(Note: No matter how good your profile is or what site you are on, you are always going to get some losers who befuddle you as to why they would possibly think you’re a match. No worries. I’ll teach you exactly how to deal with them, scammers and other silly frustrations in the January course.)

In Order to Tell Him, You Need to Know It Yourself

You may know that [Step 2 in my 6- Step Find Hope and Find Him System](#) is called Who is He: Getting Past My List. This is a life-changing step for so many women because it helps them break free from their pattern of picking the wrong men and opens up a new world of wonderful possibilities for romance and love.

We don’t have time here for me to teach you this, but I need to give you the basics in order for you to complete this part of your profile.

Suffice to say that since you are here, I’m assuming that for many of you, the type of man you have wanted in the past has turned out NOT to be the man you needed, or who could really make you happy.

Reading some of the posts on the Facebook page, I see this. You’ve spent months, sometimes years, with a guy that you finally realized was wrong for you. Or...he finally dumped you, often because he knew it all along.

I'm going to help you start thinking about the man who would truly make you happy, as opposed to the one who makes you feel all excited like a teenager or the one you're just used to going with. (I generally work weeks or months with women on this because it is so transformational, but we'll do our best together here.)

Here is an article you can read that helps with seeing that some of your expectations may be unrealistic and un-grownup. (What I mean is immature, but un-grownup sounds better...even though it's not a word).

[Click here to read the article about the "Wow-Me Woman."](#)

Here are what I believe to be some examples of valid, grownup must haves:

- ✓ Reliable (i.e. grownup)
- ✓ Loves outdoors (Only a must have if you want him to join you when you do your outdoor activities. Remember you can still do it alone or with friends.)
- ✓ Tolerant of/interested in others who are different
- ✓ Communicative (Just remember guys aren't like this naturally. Most have to be taught either in therapy, by a woman or if their profession requires it.)
- ✓ Open to spending time with your family (If you are close with your family, may be super important)
- ✓ Shares your religion or politics (If you are not open to dating anyone outside of your belief)

And here are some examples of types of qualities you might want to put on your list but I don't think they should be in your profile:

- ✓ Honest (Duh...it's a no brainer and no need to include)
- ✓ Animal lover (Unless you want him to go to the shelter with you or you have a menagerie, does he have to really loooove animals? Or does he have to be like Larry and gladly put up with your cat?)

And here are some that I believe just aren't must-haves:

- ✓ Tall (Please try to get over this. For every inch you want over 5'8", you're eliminate a large percentage of the male population.)
- ✓ Great hands (Really? Stuff like this is silly.)
- ✓ College degree (The truth is that tons of people without degrees are brilliant and many with degrees are boring and not so brilliant. Why limit yourself?)

2 HERE IS YOUR STEP 2 *Action Challenge!*

After you read the above (including the article), take a piece of paper and, placing it in landscape (horizontal), draw out these columns:

Must Haves	In About Me	Assumed	Add
Nice to Haves			
Dealbreakers			

Complete these steps by listing these in the first column:

1. Write your absolute must-haves. These are things that, if he doesn't have this, you don't want to waste one minute even emailing with him. Make sure they are grownup ones. (I didn't give you many lines for a reason.)
2. Write your Nice to Haves/Fun to Haves. These are things that would be icing on the cake, fun things, but ok if he didn't have these. (Like it's great if he hikes/goes to church/loves country music but you could do that with friends or family if you had to.)
3. List any absolute deal breakers. If he did this in his life, believed this, acted this way you would delete him in a second. He would offend you or gross you out. Be very judicious here.

After you have completed these, if you are on the Facebook page share some of what you came up with.

Continue to work on your nuggets.

* What's Next – Step 2b

To help you, and because I know some of you are still working on more nuggets, I am breaking Step 2 into two parts. Today, focus on the part of the Challenge I'm giving you today.

Monday you will get the second part of Step 2. We will take what you did here and start translating your lists to what you will put on your fantastic new profile.

I'll show you how to put your 'wants' into words that attract the right men, rather than turning them off. (The way most women express what they want is the worst mistake they make. But YOU won't make it because you are here with me!)

You are going to be SOOOO surprised by what I'm going to teach you in the next section of this step. I can't wait!

[Taken from Online Dating Challenge Lessons email dated 12/22/14]

How are you doing? Are you with me? I'm hearing from so many of you that you're learning a lot about yourself. That you're uncovering a part of yourself that you hadn't noticed for a long time or even ever really known. She's lovely and pretty cool, isn't She?

You see, this is the basis of my coaching. It is ALL ABOUT YOU. Your journey to finding that amazing man who makes you happy every day of your life...is not about him at all...

It's all about you being the woman who attracts him.

Which, I think is great, because it **puts you in the driver seat. You really ARE in charge of your romantic future!**

I know, I know...so what does all this have to do with writing profiles?

Well, you can't attract the right guy if you don't put up a profile that describes you and who you're looking for in a clear and compelling way.

So, let's move on to how you describe who you want to meet. I'm going to guide you through the steps to writing the part of your profile that has the RIGHT men stand up and take notice and (most of) the wrong guys move on.

Stop! Don't Make the Mistake All Those Other Women Make!

Here is an example of a typical profile describing the man a woman wants:

I'm looking for a man who is honest, has a positive outlook, is successful, nurturing, generous, affectionate and tall. You have kind eyes and a good sense of humor. We will connect intellectually and spiritually and have great conversations.

Here is another common approach to stating what we want:

Please don't respond if you are a couch potato, have a bad temper or drink more than socially. And I don't respond to winks.

Okay, now...close your eyes and put your imaginary man-hat on.

You're a **man who is looking for a woman to get to know a little and then maybe share a nice time on a date.** That's ALL most men want when they are looking at profiles!

Even if he is online to eventually meet his wife, men stay focused on the goal at hand: using online dating to meet women.

While women tend to look for husbands in profiles, most men are simply looking and thinking "Is she someone I might have a nice time with and does she look attractive to me?"

(We need to do this more like them, btw!)

Now, with that in mind, reread these example paragraphs in profiles.

What???? Do these sound like nice women you might have a good time with?

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Here's what men see when they read these types of descriptions in profiles:

**The first example, her long list of adjectives is relatively meaningless. What is generous? What is successful or nurturing? Just like describing yourself this way, it's not sharing anything that helps him understand what life would be like with her and what makes her happy.*

**This also sounds like a woman who is ordering up her perfect man. Doesn't it bug you to see men do that? Even if a man matches all her criteria he will be offended and see her as demanding and hard to please. He's going to figure she's going to be on high alert watching for any deviation from her list. And he's only going to get one chance. Why bother? Next!*

** Even if the man reading this eventually wants to connect with a woman intellectually and spiritually, and have great conversations, right now he's looking for fun. Women want this connection more than anything, but it's not what men have at the top of their list. This long list, along with this part, will likely be the final turn off.*

** In the second example, she is just going to be seen as a shrew. "Don't be this and don't be that" is an absolute no-no! It's negative and mean. The nicest men, even if they are not any of the things you list, will be on to the next profile in a flash.*

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Here's the bottom line:

No long lists of must haves and no negatives! You will turn off the men who might be absolutely right for you with this approach.

(BTW, if you haven't yet [read this article about the Wow-Me-Woman](#), be sure to. Grownup men are pretty sick of women who are waiting to be swept off their feet by an instant show of his Prince Charming-ness. He doesn't exist. Men are just human.)

SUPER TIP: In the second example she said she doesn't respond to winks. Just so you know, Larry winked at me on match.com and we got married six months later. You should consider ANY and all contacts you get. Look at his profile and if you like it respond. I'll give you much more direction on who to answer and how in my course in January.

BTW, here was Larry's reason for winking (which he told me two years later): He thought I was out of his league! He was afraid of being rejected. Wow, huh?

How to Tell Him What You Want By Turning Him ON – Not Off

You have your list of must-haves, nice to haves and deal breakers, right? I'm assuming that you heeded my advice. You don't have too many, and they are the real grownup things that you must have in order to be happy in a forever relationship.

You absolutely deserve a devoted, interesting, loving man in your life. But remember: You are looking for a great mate, not just a great date.

(A note: With this challenge I'm helping you attract the man you are asking for but I can't promise he's the one who is going to make you happy. If the men you've been with in the past aren't working out, you may be like so many other women and have a "broken picker."

I can definitely help you fix your picker and get clear, grownup must-haves, but it's a process. This is a GREAT start, but if you need more, get in touch and let's talk.)

So you're not going to blab out a long demanding list or have 'you better be's' in your profile. You're going to tell him what you are looking for in a POSITIVE way that communicates something meaningful to the right guy.

There are three easy ways to handle your must-haves, nice to haves and deal breakers in your profile.

1. Don't include it in your profile at all!

We all want someone who is honest and faithful. The men who ARE will have a big "duh" and the men who aren't...well they don't care what you write. So, with some of your must haves...just don't waste the space. They are ASSUMED. They are also things you need to learn over time.

2. Say it about yourself.

Instead of saying you want him to be smart, well read or have a positive outlook on life... use your nuggets to show that YOU are those things. The right men will connect and be interested.

Here are examples:

You want someone affectionate:

At the end of a long day, how about a neck rub and then maybe at dinner, a leg rub under the table? We can switch turns.(It's good to be flirty, but don't be overly sexy.)

You want someone active:

To be honest, I'm not up on any of the latest TV shows. I'm more of a get up and go kind of gal, either taking a class, running with my dog after work or cooking my famous pasta Bolognese for friends.

You want him to share your interest in art:

My favorite thing to do on the weekends is check out the latest gallery openings. I go when I can, but I have much more fun when I go with someone to share the beauty...and the wine and cheese, of course.

You want him to be spiritual:

*I'm so grateful for my connection to [G*d, the Earth, etc.] and joyfully make it a part of my everyday life by [doing something...].*

(Don't be afraid of scaring guys away. If you want a man to share this, put it out there!)

You want him to enjoy your sense of humor:

My favorite comedians are [name a couple]. I know, not everyone digs them, but they crack me up. Would you go with me?(If you want someone funny, if you like to laugh, don't say it...be a little funny in your profile. You don't have to be a comedian, just be light. Be real. Be a little careful with jokes, especially sarcasm. Doesn't always translate well to readers.)

3. Say it in a nugget about him or the two of you.

Look at your must haves and nice to haves and think about what it would BE like with a man like that. Use nuggets to describe this. It's best to do it in a 'we' way, but you can also put it out there just about him.

Here are some examples:

You want him to be affectionate

Holding hands and (respectable) PDAs are something we both enjoy and do regularly.

You want someone active:

Together, we're going to move and explore and be excited about taking on life every single day.

You want someone who shares your intellectual pursuits:

You're curious enough to take a class with me and sharp enough to engage in friendly discussion of current events and our progressive politics.(This is an example of having the same political views as a must have. If it is a 100% must, again, just put it out there. But if you're flexible, do not.)

You want someone looking for commitment or marriage:

We will share open loving kindness, a lot of laughter and commitment to one another. We will feel energized by each other, light-hearted, loved and proud of each other.

Use Some Caution Communicating Must Haves and Deal Breakers

You see how these portray a picture? A couch potato is NOT going to want to hang out with a gal who doesn't watch much TV and is on the go. Someone who isn't spiritual won't want to write you if you share that you go to church every Sunday.

That's exactly what you want!

But be careful! It's very different to say 'hey, I like this and it would be cool if you do' as opposed to 'you better like it or forget it.'

Is it really a must have? Does he have to share your religion or just be tolerant and accepting of how you express your spirituality? And remember that a man may not be into something NOW, but be very into it if you introduce him.

2b

HERE IS YOUR STEP 2b

Action Challenge!

Remember the list you filled out in the prior Action Challenge? Grab that and take a look at the three columns.

Must Haves	In About Me	Assumed	Add
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Now, using the three ways I described above, check off how you will express the things on your 'how you want him to be' list.

- Will you not include it at all. (I am hope that several of your must haves will fall under the "Assumed" column.)
- Will you communicate it in something you say about yourself?
- If it's not something that's assumed, or that you can say about yourself, check off 'Add.'

Then, create any new nuggets you need; about yourself and/or about your guy. After you finish this step, you are ALMOST THERE! You have accomplished SO much

[Taken from Online Dating Challenge Lessons email dated 12/27/14]

I'm so glad you are still with me! You've done so much and you are THIS CLOSE to having a dating profile that will have you shine online and attract those intelligent, interesting, kind, attractive men.

You've got your nuggets that tell your story.

You've got your must haves and nice to haves written in an undemanding way.

You've taken out anything that sounds negative and obvious. You've steered clear of clichés and added nuance and details.

Great!

Now I'm going to help you put it all together.

But before you do, I'm also going to give you a list of important do's and don'ts so you don't make all the mistakes the other millions of women are making. (This is why, if you have followed all my direction, **you are going to stand out big time to those cool, grownup men.**)

This list will help you polish your nuggets; maybe think of a couple more or even toss some. It will help you better understand men. It will help you make some decisions that may have seems difficult before now.

Toward the end of this email (which, I admit, is really long because I just keep thinking of more I want to teach you!) there is a link to a document with sample profiles. These have been very successful in attracting the right men for these wonderful women. I know these will help you a lot!

All right. Let's get started...

Profile DO's

1. Have a compelling opening line and/or short paragraph.

You want him to read your profile, right? Once you catch his attention, he will likely read the entire thing. Start with something interesting, intriguing, positive, flirty...that shows your passion and/or personality. (Don't believe the myth that men only look at pictures. The vast majority of grownup men I've asked DO read once he feels some interest.)

I'm a Steelers fan in cowboy country. I'm not sure how that happened but I'm loving it here.

The gourmet meals I whip up usually include some fresh spice and dark chocolate. Cooking is a passion for me because, on top of creating fantastic food, it's a great excuse to bring good friends together to laugh and play.

2. Write like you talk.

You're not writing a dissertation or novel, you're trying to engage someone and make a connection. There's no need for flowery language or putting perfectly grammatically correct sentences together.

Use contractions. And it's ok to end with a preposition or start with 'And' if it makes it sound more real. The best test is to read your profile out loud. Does it sound stilted? If so, make some tweaks and say it out loud until it sounds like YOU.

3. Flirt and show some sensuality, but only just a little.

You want him to feel your femininity and sensuality, NOT your sexuality. So have a little fun and let him imagine how it might taste, feel, sound like or look like to share time with you. Do not be overtly sexual in any way. If you are in doubt, do not include it. Examples:

At the end of a long day, we can exchange neck rubs. Maybe I'll pour you a nice glass of wine as we hang out on the deck and just breathe. (Say this as opposed to I'll give you a massage.)

I like to eat healthy but sometimes there is nothing more delicious to me than a pizza with ton of hot dripping cheese. Ahhh..

4. Inject your personality and humor.

Your right guy wants someone with YOUR personality. If you are quiet or a little shy, show that. If

you're outgoing, show that. (Don't tell him, show him.) Be careful with humor. It's hard for most of us to get it across, especially if it's acerbic or sarcastic. Rather than crack jokes, you might tell him what comedians, TV shows or movies crack you up.

5. Remember you are trying to attract him, not tell him your life story.

Your profile isn't about him getting to KNOW you. It's more about him getting a feeeeeeling about you. You want to share a handful of positive (always), interesting, fun, distinctive, real tidbits of who you are, what you care about and what your life is like.

My friend and colleague, Sandy Weiner of lastfirstdate.com, gives great advice about this. She says that you can use your imagination to connect things that may not otherwise seem to connect. A great example of this is below in Jill's profile where she talks about things she likes. (She managed to link good room service, kindness and dark comedy together.)

6. Be real.

You don't have to pretend to be like something you're not. If you are a quiet person, who lives a quiet life, great! Let your profile reflect that and know that there are plenty of men who will be attracted to that. If you don't exercise, don't worry. A lot of people don't or, if they do, don't need you to. Be honest. You don't want to attract the wrong guys.

Also, you don't have to sound like you or your life is perfect. Imperfection (aka being human) can be very sexy and definitely attract the right men. Examples:

Music...ah, I love music. You will rarely find me without it, but I can barely play the radio myself. I can't sing, and I can't dance - but sometimes I do both anyway. (This is from Angela, from our DLAGU Challenge Facebook page.)

I tend to be cerebral and analytical. An old college friend dubbed me "propeller head." I'm definitely seeking, and have found, some balance in that area.

7. Include a conversational question or two.

Involve him in your 'story' by asking him about himself. Example:

My next trip is going to be somewhere in Asia, a continent about which I've always been curious. Or maybe Hawaii to chill. What would be your choice?

8. End with an invitation.

Some might call this a 'call to action.' At the end, encourage him to get in touch. Example:

Does this sound good to you? Say hi!

Profile DON'Ts

9. Don't mention anything about your body.

He can see your current photos so he knows your body size and type. Likewise, don't mention if you've lost a lot of weight. That's a big deal to you – and should be. But it's not to him.)

10. Don't mention baggage or trauma.

Unless it's something that highly affects your every day life and would, in turn, affect his, there is no need to bring things up in your profile. There is a time and place to share this kind of information as you get to know each other.

If you feel you need to include it, make it brief and say it in a positive manner. Examples:

If you have a child with a disability: One of my greatest accomplishments has been helping my daughter grow up and overcome many challenges. It has not been easy but it's made me a more open, accepting and positive person.

Life threw me one of its biggest curve balls in 2013 that took me on a journey of deep transformation and healing. That's when I found that sharing my story on stage was my calling. (A beautiful nugget from Deb D. from Facebook)

11. Don't sound too...anything.

You want your profile to say a lot about you in very little space and you want to show your depth. (Yes, everyone has depth!) No need to repeat anything unless it is super-duper important, because that will give it undue weight. Don't sound too tired, too funny (unless you really really are), too wounded or too interested in something that isn't that important to you.

And definitely don't sound too busy or so perfectly happy that there is no room for a man to enhance your life. This is the #1 way to turn away the good men! (You will see in the profile samples below that even though they sound interesting and busy, they are clear that they have room for, and want, a wonderful man to share their already good life.)

Just like you, he wants to feel like the person he's with will show him attention and have time for him. Here is an example of a profile that screams "you won't be my priority:"

Family is the most important thing in my life. I always spend as much time with them and do as many activities that involve them as possible. (As a note, I always wonder if, after you meet the man of your dreams, you would really be with your family all the time. If so, I suppose you should put it in your profile. See #9 next.)

12. Don't make something sound like a must have unless it absolutely is.

If you have something about yourself or life that narrows good matches for you, and it is an absolute must-have, then it's OK say it. This way you don't waste your time with the wrong men.

For instance, if you want a man who shares your religion, describe the feelings, support and/or

values you get from your faith and that you look forward to sharing that important part of your life with a special man.

For me, my politics are very important. In my profile I mentioned that if he was a Rush Limbaugh fan we wouldn't be a good match. That was clear, but not mean-spirited.

Conversely, be careful not to make something sound like a deal breaker if it's not. If something is really important to you, say it. But make it clear if you don't require him to share the same love. Example:

I love modern art and will go to any gallery opening any time. You don't have to go, but it would be a plus if you shared it with me.

Self-awareness and personal growth are important to me. I read a lot of XYZ and go to some fantastic seminars. You don't have to share my interest this keenly, but I'd love it if you could appreciate what I'm doing and share some aspects with me. That would be great!

13. Don't be afraid to say what you want relationship-wise.

If you just want to date for now, say so. If you are looking to get married or for a lifetime partner, say that. You want to scare away the men who don't want what you want. But make it simple and light and be sure not to show even a hint of desperation or bring in a rush. Examples:

I really enjoyed the companionship and intimacy of being married. I look forward to having that again as part of my life.

We have created wonderful lives but we know we are better being one of two. (I celebrate that. Hope you do too.)

14. Don't show your profile to everyone you know.

Remember who your audience is – M-E-N! So if you are going to show it to anyone, then let it be a man, in your age-range. But everyone has an opinion and too much feedback will drive you insane!

Here's what I always say: **If your best girlfriend loves your profile, it probably sucks!**

Putting It All Together to Create a Profile that Shines Online

Now it's time to put everything together in a way that flows. When you start piecing your nuggets and must haves together, you will start seeing a bit of narrative. There will probably be things like transitional statements that you will need to add to make it somewhat cohesive.

Don't worry about being brilliant or snappy!!

Focus on being REAL and giving the RIGHT men the right FEELING about you.

You probably won't use all your nuggets. There will be some that won't fit or will be redundant, and that is OK. You can use them on your first and second dates!

Here is an example format you can use if it will make it easier:

- ✓ Opening line or short paragraph (Grab his attention with something fun, interesting, intriguing, a strong statement about who you are.)
- ✓ About me (Tell a bit of your personal story, your values, expresses your personality and even your vision of the future.)
- ✓ About him (Let him know if he's potentially the type of man you're looking to meet in a non-demanding way.)
- ✓ About us (Let him imagine or feel what's in store for him when he's lucky enough to be with you.)
- ✓ Invitation to connect (Ask him to reach out!)

If this helps you tie it together, great! If not, that is OK too. Next you'll be able to access examples of profiles that use, and don't use, a format like this. But you'll notice that the elements are all there.

Here are Samples of Successful Profiles!

There is nothing better than real life examples to help inspire and show you what a good profile looks like. Here are profiles of a few of my private clients, all of whom received a LOT of positive response from very well matched men. In fact, Beth is married, Diana is living with her darling, Anne is in love with a wonderful man.

[Click Here to Get Your Profile Examples!](#)

All right...it's time to put it all together! Grab the following to help you start writing your new profile:

- ✓ Your list of nuggets created during Step 1 and Step 2
- ✓ The tips, direction and suggested profile format in this email (and previous ones would be helpful too!)
- ✓ The sample profiles I've provided
- ✓ That smart, creative, confident, kind, grownup woman that you ARE

Using all these tools, write your profile. It may take many iterations. You may have to make decisions about what to keep and what to toss. You may have to start and stop several times.

SUPER TIP: Just write. Try. Start. Keep tweaking. Have FUN!

If you are on Facebook, you can share your profile in an individual post. Please give each other feedback based on my direction. I will comment on some so look for my posts and follow these to learn what I am teaching.

If you are not on Facebook, as much as I would love to give every one of you feedback, it's simply impossible. Show your profile attempts to male friends you trust that resemble the men you might want to attract. Get their opinion but temper it with what you have learned here and your own thoughts and feelings. (Remember #13 above.)

And here is the second, AND VERY IMPORTANT MUST DO part of your ACTION CHALLENGE:

CELEBRATE! That's right. Celebrate YOU!

If you are reading this here, **you have ACCOMPLISHED SO MUCH!**

I know that pulling a profile together may sound easier than it actually is. (I DID say it was a challenge, right?)

While I have given you so much new information, so many tips and structure, I understand (and hope you do too!) that not everyone is going to be able to dash off a spectacular profile during these few weeks. It may take more time. It may take several iterations.

Or...some of you may decide that doing a profile isn't for you at all! If you do decide that, don't worry, it's not everyone's cup of tea (so to speak).

Next week I will give you resources for profile writing services.

Whaaat? Why I haven't told you this from Step 1?

Because I KNOW how valuable this entire process would be for you!

If you've followed my instruction which, by the emails I'm receiving and Facebook posts I'm seeing, many MANY of you have, I am 100% confident that what you are learning here is invaluable to your journey toward your grownup love story.

You've learned more about what grownup men want and how they view online dating, you learned a lot about yourself and how to articulate your story, and you've learned some of the many keys to using online dating successfully to meet quality men.

In your next step you're going to learn about how men judge your pictures and make decisions based on your looks...and this is going to SURPRISE you!

Granted, there are still a lot of questions to answer and skills to learn. I want to help you communicate in a way that leads you to dates so you can always feel comfortable, confident and in control. I want you to know how to “shop” online so you choose the right men. I want to help you release any anxiety so you can feel safe online, and much more. You will get all that when you participate in my January Online Dating course.

But for now, **you should HUGELY CONGRATULATE YOURSELF** for taking in all that I have given you and for taking this **CHALLENGE**.

So...what are you going to do to honor and congratulate yourself?

Maybe you'll get a massage, get together with a friend you haven't seen, buy a new dress for the dates you're going to have, take a nap, take a class...

I want to hear! Post it on Facebook! What are you going to do that is special for yourself to say “atta-girl” for any of the work you have done so far.

And Finally...

Do not stop now! Look for your next step of the Date Like a Grownup Challenge the evening of January 5, 2015. This is your final step in my Challenge. (Hmmm...or...maybe it's not?!) I will tell you about how to write your headlines (for certain dating sites) and the must do's and don't do's of profile photos.

Really REALLY important stuff.

[Taken from Online Dating Challenge Lessons email dated 1/5/15]

I can't wait until you learn the **FACTS** about the Do's and Don'ts of online photos. Instead of sending you a long email today, I'm going to share all the info I have in video and audio. (Yay!)

Click on the video below to get started. What you're going to learn is going to make you feel well-informed, but I'm pretty sure it's also going to make you feel hopeful and fabulous. (Yes...really!)



[Taken from Online Dating Challenge Lessons email dated 1/9/15]

Yes...the Date Like a Grownup Challenge is soon coming to an end. I've taught you the four key steps to creating a profile that makes you shine online and **attract the high quality grownup men you want to meet:**

Step 1: Express the real, wonderful you

Step 2: Let the right men know you're looking to meet them

Step 3: Pull it all together in an engaging, 'man-speak' kind of way

Step 4: Post pictures that show your beauty - inside and out!

I know I gave you a TON of information and coaching. My team thinks I'm crazy to give so much. To be honest, I gifted you WAY more than I initially intended to in this Challenge.

But your profile, and **what you learn about yourself** in the process of writing it, is such an important part of your journey to love. I truly want to be your partner and do what I can to help you write YOUR grownup love story.

I admit for many it's not **easy** to create a fantastic profile. But it IS somewhat **simple**.

If you give the process focus, follow the tips and very specific how-to's that I've poured out to you over the past few weeks AND you let yourself RELAX and have some FUN with it...you should be able to create a powerful and REAL profile.

Important info about professional photos

I know this isn't right for all of you, but I have worked out a more personal arrangement for you if you choose to use [LookBetterOnline](#) to shoot your photos. (Though I had great success with them myself and have also had success for my private coaching clients, this is your choice. If you decide to use a professional photographer, please review LBO as well as other companies and make the choice that you feel suits you best.)

To take advantage of your discount on their Gold program, YOU MUST email Ann@lookbetteronline.com DIRECTLY and put this in the subject line: **Bobbi Palmer Coupon code BOBBIGOLD**. Ann will give you special attention as my client and personally walk you through the process. She will help you choose the best photographer for your needs and answer any questions you have about dress, location, etc. You must email her to get the discount.

[Taken from Online Dating Challenge Lessons email dated 1/11/15]

Did you work on your profile? Maybe put it up? I know some of you had dates. How did they go? Reply and let me know, ok? I really want to know and I'll get back to you. The purpose of this email is to remind you about the coaching call Thursday AND to give you a tidbit that I know will help a lot of you who might be stuck or even paralyzed with this profile writing thing. Here it is:

Remember the Purpose of Your Profile!

Your profile IS your marketing piece. It's a way to ATTRACT men. When your profile is good, men will be able to skim through it and the right ones will have a response like 'she seems cool, I'd like to get to know her' or "she seems interesting...she might be fun on a date."

A good profile will make the right men smile. It will spur their curiosity. It will make them f-e-e-l. (The only way most men get to really feel their emotions is with women. They love us for that!)

Here is what your profile **IS NOT**: A way for a man to get to KNOW you. It is not your story. It is not your order form for a man. It is merely a GLIMPSE of who you are. It is a few bits and pieces about you, your life and what you are looking for in a match. Your profile is a tease. It's a flirt. It's an online "come hither." (Of course yours does this in a classy way.)

My years of experience tells me that the men you want -- grownup men looking for love -- DO READ your profiles. There is no empirical data on how long a profile should be, but keeping to about 5 or 6 short paragraphs is good. Maybe 3-4 sentences in each paragraph. Here are a couple tips if you're struggling with your profile this way:

- ✓ Think about exactly what you want him to know about you and try to say it in the fewest words possible. (Keep your nuggets short and to the point, ok?) You don't need to tell him all about your move to the state you live in now, how long you've lived there and how hard it was. Just tell him that you love living where you live now because when you lived in Kansas there was nowhere to get good gelato.

- ✓ Don't repeat anything. Put in your "I like hiking nugget" once. Save space to also tell him about your sense of humor by sharing that you still watch Laugh-In reruns.

If you've already written your profile, you should go back to it and review for opportunities to reduce the word count. Shorten long sentences and remove repetition. And if you're writing or planning to write your profile, I hope this helps.

The bottom line: Decide a few/several key things about you and your life that the right man would appreciate. Decide a few/several things to help him self-select. Write succinct nuggets (which is redundant, btw) and put them on a page.

Throw in some transitions, a question and other things I taught you...and you will have an effective, attractive profile.

(You know...this is true of your emailing back and forth once you connect with a man. You don't want a pen pal, right? I'll show you in your Get Online, Get Noticed...Find Love course exactly how to write emails that share meaningful info but move you to the date - all on your terms in your timing.)

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