

Date <sup>like a</sup>  
grownUp

# Create an Online Dating Profile that makes you Shine



***The Over-40 Woman's Guide*** to Expressing  
Who You Are So You Can Attract the ***Right (Grownup) Man***

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# 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 writing your online profile doesn't have to be hard, or a necessary evil. You can make it really fun! Think of it as a part of your journey; one that lets you learn a ton of great stuff and gives you a tangible tool (actually many) you can use to meet attractive men.

Just think..., with a little focus and commitment you'll soon have a great profile and photo to post online -- ...the first step to attracting the right man for you.

# Step 1: 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?**

**What would it be like to date or have a relationship with her?**

Few women can do this.

In this step, 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 is "Who Am I? Falling in Love with My Grownup, Sexy Self." We don't have the space in this guide 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. They're; succinct bits of information about yourself and your life. In this step 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. Pretty fast.

Right now, before you continue, I'd like you to read my article: [A Simple Way to Attract the Right Men \(LIKE MAGIC\)](#)

Did that help you understand what I mean about nuggets? Or are you 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 the 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:**

- ✓ I'm a good friend.
- ✓ I like to read.
- ✓ I love my [family, children, dogs, parents].
- ✓ I love to laugh.

- ✓ I enjoy spending time outdoors.
- ✓ I'm into eating healthy foods.
- ✓ I like to cook.
- ✓ I love to travel.
- ✓ I'm spiritual.

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 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 Cayman 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 represent 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 three 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 you want and have the other guys self-select out.

**SUPER TIP:** *If you're struggling with coming up with writing your nuggets, try using "because" to help you bring out more meaningful, feeling-oriented parts of you. For example: "I love the beach and movies BECAUSE they give me a change to reset, unwind, and be in the moment."*

## MORE SAMPLE NUGGETS FOR YOU:

Here are some good examples that were written by women who used my steps to create their nuggets. They are good because they are short, show personality and 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 because 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. I enjoy teaching them the beauty of the French language, because it's rewarding and I 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.*

*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?

## YOUR STEP 1

# Action Challenge!

# Write Yourself Some Yummy Nuggets

If you haven't yet started, get yourself a pad and pen/pencil (or print out the Nugget Worksheet on page 42) and go for it!

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.

HAVE FUN with this!

### INTERVIEW SOME 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:

- ✓ How would you describe me?
- ✓ What do you like about me?
- ✓ 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!

*Finally ...*

You will have a chance to refine your nuggets over the next few steps. 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.

### **READY FOR THE NEXT STEP?**

In the next step 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.)

## Step 2: 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?

Keep in mind...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. You can just let them know you are not a match and move on.

Don’t waste time and energy getting caught up in the sometimes weirdness of the internet. There is good and bad in almost everything...focus on the good that a dating site has to offer you. The sooner you let the losers go the closer you’ll be to finding a winner...your guy!

### IN ORDER TO TELL HIM WHO AND WHAT YOU WANT, YOU NEED TO KNOW IT YOURSELF

Step 3 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 can’t cover everything about getting past your list here, but I’ll give you the basics so you can complete this part of your profile.

But there’s so much more. I work with my private coaching clients to show them the difference between picky and discriminating, how to shift the focus from your list to how you want to feel when you’re with your man and much more.

Since you are reading this, I'm assuming that the type of man you've wanted in the past has turned out NOT to be the man you needed, or who could

**really make you happy.**

You may have spent months, sometimes years, with a guy who you finally realized was wrong for you. Or...he finally dumped you, often because he knew it all along.

I want you to 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.)

**I've attached** an article called The Wow-Me Woman for you to read that may help you see that some of your expectations may be unrealistic and un-grownup.

### **Are You Waiting for Some Fantasy Man? (FemiType #4: The Wow-Me Woman)**

Newsflash: Women constantly push really good guys right out of their lives without even knowing it. We do it by behaving in ways that, until pointed out by someone else, are a complete mystery.

Finally having this pointed out to me in my early 40s was a huge part of my transition from a pretty happy single gal to, at age 47, a truly fulfilled wife of a loving and adoring man.

In my never-ending quest to help grownup women find fantastic love like I did, I'm writing about what dating is like for men, and the six types of single women who drive men away. I'm outlining these dating "FemiTypes" so you, the oh-so deserving woman dating over 40 and looking for love, can do two things:

- ✓ Find love by clearing out what might be standing in your way.
- ✓ Make better connections with men by extending them true empathy.

This has nothing to do with woman-bashing or saying you're broken in some way. It has nothing to do with saying that dating and relationships are more difficult for men than for women. It simply has to do with helping you get educated.

Just like us, men can have a tough time in the wild and wooly world of dating. How would you know their experience unless someone told you? So, if you agree there is value in knowing how "the other side" feels...read on!

The 6 FemiTypes are: The Princess, The 18 Year Old, The Scaredy Cat, The Wow-Me Woman, The Bitter Woman and The Sex Pot.

## Are You Waiting for Some Fantasy Man? (FemiType #4: The Wow-Me Woman) Cont.

**Today's FemiType is The Wow-Me Woman.** She's all about finding the one man who knocks her socks off. She's convinced that the holy grail is that elusive "chemistry." Without it, she hardly feels it's necessary to give a guy any time or attention.

The Wow-Me Woman can't define what she's looking for but swears she will "know him when she sees him" (a common theme among FemiTypes).

Like the Princess, when it comes to her love life, emotions rule. The Wow-Me Woman is stuck in her 12-year-old self's fantasy and guided by feelings and intuition. She firmly believes that one day her prince will come, they will lock eyes, and BANG...it will happen!

She wants to be swept off her feet. He needs to make her laugh, have charisma and charm and, upon first meeting, be able to carry on a conversation with her sans any silence. You know...the conversation just "needs to flow." (Even though they're meeting for the very first time and very few men have the skill of unbridled conversation.)

Overall, the Wow-Me Woman's man needs to give her "that feeling." When I'm coaching her, she tells me: "It was amazing! I could tell right away that we had an amazing connection! I've been waiting so long to meet this guy!" (I'm always tempted to reply, "How's that instant connection thing working for you so far?")

Now, don't get me wrong. I'm all for feeling a spark on the first date or two.

But the Wow-Me Woman is so sure she has to feel the shazam-factor that she wouldn't even recognize a small flame. She's holding out for the blazing bonfire; and if it doesn't happen right away, she's not sticking around. She will snuff out the best of the best.

### ANTHONY'S STORY

*"I dated for a lot of years and met a ton of women. We'd have a good phone call and then we'd usually meet for coffee. A lot of them seemed to lose interest pretty quickly. I always felt like I was being tested. It was like: "Show me what you got!" And if I didn't perform in the first 10 minutes, I could tell she would shut down. Like I disappointed her somehow.*

*I understand that I'm not Denzel Washington. But I'm educated, I have a good job, and I'm damn nice. And I was serious about finding The One. Apparently I was supposed to jump through some hoops to get their attention.*

*My wife didn't fall in love with me instantly. But we liked each other, and after a few dates we knew we had potential. And we've ended up being a great team. She's the greatest.*

*I actually feel bad for those women. They're probably all still single."*

You can probably imagine how it feels when you have to do some song and dance to get attention from someone you're meeting for the first time. Oh, wait...you don't have to imagine, do you? You've probably felt like this with some of the men you've met. It's like you have a few minutes to pass some test; and if you don't, he's essentially done.

### Are You Waiting for Some Fantasy Man? (FemiType #4: The Wow-Me Woman) Cont.

Feels crappy, doesn't it? I can't tell you how many times I've been told by women how unfair it is that men don't even give women a chance. Well, we can do the very same thing.

Anthony probably felt rejected each time this happened and, over the course of time, got angry. He was making an effort to meet women but getting judged by some unreasonable measurement. They were judging him on how good a date he was, not how good a potential partner he might make.

Anthony was right, by the way. Many Wow-Me Women stay single for a long time. (If you've [read my eBook](#), you know I was a member of that club.) They have probably had a lot of short-term, intense relationships (a.k.a. affairs) but no meaningful long-term ones.

Here is how dating can go for the Wow-Me Woman: She dates and never meets men she likes. Then, once in a very long while, she meets someone and feels The Chemistry. They have an incredible first date. He could be The One! Then there are three scenarios:

**Scenario #1)** They have a great first date and he never calls her again. In this case she apparently read it wrong. On one of my Man Panels, when asked about this phenomenon, a man once answered, "Well...it couldn't have been that great of a date!"

**Scenario #2)** He digs her too and, as a grownup guy looking for a life partner, he wants to learn more about her. He calls a few days later and asks her out again. But her intensity bowls him over. He can tell she's already decided about him and latched on. That's unimpressive, and he heads for the hills.

**Scenario #3)** They have a great first date. He instantly starts texting and emailing, and they both jump in. They talk and/or see each other every day. She's more and more convinced that her initial feeling was right on: he's amaaaaazing! Then, relatively soon thereafter, he either disappears or explains that he's just not ready for a relationship.

So let me break down this last scenario. The guy who jumps in so fast is a Wow-Me Man. He eventually realizes, though, that she's not the woman he wants to marry. (Either that, or he doesn't want to marry at all and just likes the feeling of being adored.) At the same speed he created the situation, he extricates himself. He knows he made a mistake.

The Wow-Me Woman, however, ignores any signs that he's not a good match because she can't bear to give up the fantasy. Once she's wowed, no amount of contrary evidence can convince her they weren't meant to be. She's waited a long time for this, and she's not about to give it up.

Even when it's over – after one week or a few months – she can't give up the dream of what might have been. She can't figure out what went wrong because her fantasy is still too powerful. She holds on to her belief that they were great together. It's just that he didn't get it.

Like The 18 Year Old, The Wow-Me Woman is unclear on what she really wants in a man and thus can't evaluate the almost-relationship realistically. Since she still thinks she had it right and he just didn't know it, she will continue her pattern. She will reject man after man who doesn't turn her on in search of her next hit of Shazam.

## Are You Waiting for Some Fantasy Man? (FemiType #4: The Wow-Me Woman) Cont.

### WOW-ME REHAB

Looking back at your experiences over the past several years, does any of the wow-me pattern seem familiar? If so, you know that it's exhausting and sometimes depressing to live in a cycle of continuous disappointment and occasional Shazam.

If you don't want to live feeling like this anymore, and you honestly want to find that special man to share your life...you can turn this around.

Generally after some time has passed, it becomes crystal clear that men you fell so hard for were nowhere near a good match for you. Take some time to review who the guys were that you "just knew" were right for you but turned out to be losers, jerks or just plain wrong. (A guy who disappears after a ton of texts and emails and a few dates – and especially after having sex – is a jerk. Period.)

How much energy did you expend on this guy? And how did this bad choice affect your dating experiences going forward? Did it create some mistrust of men (and maybe mistrust of yourself)?

The grownup dater is clear on what she needs in a life partner. She knows exactly how she wants to feel when she's with him, and she knows it takes a lot more than just excitement and Shazam to make a good partnership.

Learning the difference between a good date and a good mate is crucial not to drive your love life by fantasy and feelings alone. That's why Step 3 of my 6-Step Find Hope and then Find Him System is Who is He? Getting Past My List. When you can articulate the grownup feelings you must have to be happy with a man – for instance, you may want to feel safe, understood and adored – then you can use these to measure a man's potential in a meaningful way.

I recommend that your mantra as you meet men is [DISCOVER, DON'T DECIDE](#). Give your intuition a holiday and tune into what your grownup woman is saying. If you find yourself getting swept away and can't articulate why (except to say something like "He's just so... awesome!"), then tap on the brakes for a while. He'll still be there when the grownup part of you decides he's got what it takes for you to be happy as partners.

A lasting relationship with a good guy is more likely to begin when you're clear about what you want, and you allow yourself to see him as a real person. Dump your checklist and judge him based on the real stuff. After all, you're looking for a life partner, not just a good date. Life and love with a real man is so much better than chasing after an elusive fantasy.

**Learn the SIX things you need to know about dating over 40 in order to set a path to the love you've been craving.**

My next article on the Bitter Woman FemiType is [here](#).

Read all articles [here](#).



So often we think if there isn't instant attraction or he doesn't wow us in some way it's time to move on. In a scientific study,

**43% of women reported that they have fallen in love without having that instant buzz!**

This is true of almost all women I have helped find love. There weren't fireworks. There was a constant simmer that heated up every time they were together. And then...BOOM!

You can read more about this idea of "slow love" here.

Something to think about right? Are you a wow-me woman? Are you stuck in the belief that the shazam-factor is what you need to recognize the guy who would truly make you happy?

Do you have a list of picky, must-have qualities (such as driving a certain make and model of car, having dark hair, or being at least six feet tall) that could be turning away potential matches?

Do you have a list that sounds like an order for a "perfect" man?

Let's take a look at some of examples of qualities that you may, or may not, want on your list.

## EXAMPLES OF GROWNUP QUALITIES

Here are some examples of what I believe to be 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, this may be super-important)
- ✓ Shares your religion or politics. (If you are not open to dating anyone outside of your belief.)

## EXAMPLES OF QUALITIES THAT ARE NOT MUST-HAVES

- ✓ And here are some qualities that I believe just DO NOT belong on your list of must-haves:
- ✓ Tall. (Please try to get over this. For every inch you want over 5'8", you 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?)

## EXAMPLES OF ASSUMED QUALITIES

And here are some examples of types of qualities you might want to put on your list, but which I don't think 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?).

## YOUR STEP 2

# Action Challenge!

## Part 1

After you read the above (including the Wow-Me Woman article), use the “How You Want Him to Be” worksheet to write your Must Haves, Nice/Fun to Have, and Deal Breakers. (Don’t worry, you’ll complete the three columns on the right in the second part of this challenge.)

### MUST-HAVES

- ✓ Under this heading, write your absolute Must-Haves. These are qualities 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.)

### NICE/FUN TO HAVES

- ✓ Write your Nice to Haves/Fun to Haves. These are qualities that would be icing on the cake, fun things, but okay 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.)

### DEAL BREAKERS

- ✓ 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.

### WHAT’S NEXT

Now you’ll put your list of qualities into words...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 2.

I’m going to guide you through 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 above the example paragraphs typically found in many women's profiles.

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

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.

### 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.*

**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, when you read the "Wow Me Woman" article, couldn't you see how grownup men are pretty sick of women who are waiting to be swept off their feet by an instant show of their Prince Charming-ness?)

**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.*

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.**

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 take 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 when 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.



## YOUR STEP 2

# Action Challenge!

## Part 2

Remember the “How You Want Him to Be” worksheet you filled out in Part 1 of this Action Challenge? Grab that and take a look at your three types of qualities:

- ✓ Must-Haves
- ✓ Nice/Fun to Haves
- ✓ Deal Breakers

Now, using the three ways you learned about above, complete the “How You Want Him To Be” worksheet by checking off how you will express the things on your list. Will you say it about yourself or him? Is it an assumed quality? Do you need to add it to your list?

### SAY IT ABOUT YOURSELF OR HIM

- ✓ Will you communicate it in something you say about yourself?
- ✓ Will you communicate it in something you say about him or the two of you?

### ASSUMED

- ✓ Will you not include it at all? (I am hope that several of your must-haves will fall under the Assumed column.)

### ADD

- ✓ If it's not something that's assumed, or that you can say about yourself, check off Add.

Now, go to your “Nuggets” worksheet and 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.

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 I 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.

All right. Let's get started...

# Profile DO's

You want him to read your profile, right? Once you catch his attention, he will likely read the entire thing. 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.

1. Start with something interesting, intriguing, positive, flirty....something that shows your passion and/or personality.

*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 okay 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 feeeeling about you. You want to share a handful of positive, 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.*

*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.* 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?*

## 7. 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

## 1. 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.

## 2. Don't mention baggage or trauma.

Unless it's something that highly affects your everyday 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.*

## 3. 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 attached 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 #4 next.)*

#### 4. 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!*

#### 5. 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.)*

#### 6. 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!

**If your best girlfriend loves your profile, it probably sucks!**

## Step 3: Putting It All Together

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!

### FORMAT EXAMPLE

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 okay, too. Next you'll be reading examples of profiles that use, and don't use, a format like this. It's your profile so feel free to customize.

# Samples of Successful Profiles

There is nothing better than real-life examples to help inspire and show you what a good profile looks like. Attached 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 and Anne is in love with a wonderful man.

## Profile Sample #1: Beth, 40, divorced no children

**Headline: SUGAR AND SPICE - OKAY...MAYBE A BIT MORE SPICE**

### About Me

Even though I work in a company of more than 10,000 people, just about everyone knows me. Commissary workers give me extra meatballs and the President says "hello." I like that, because I like people.

I am an optimist and a loyal friend. I have always been a Red Sox fan...that's my proof. (You don't have to love the Red Sox, but if you hate the Yankees, I like you already.)

While I can be quite outgoing, many weeknights I like to chill. I plot my next mac n' cheese or fudgy brownie recipe, tackle my unread Kindle books or take my dog Quincy for a walk. A quiet dinner out or my Pilates class is nice too.

When I am not dreaming of sweet treats and decadent dinners, I have my career (which I enjoy) and have fun. One of my favorite things is taking the train downtown or to Pasadena and exploring. I once walked 3 miles in a quest to find a bakery for the perfect black and white cookie. I am still looking.

### About you

I'm looking for a willing participant in tasting my culinary creations. I hope you are mature and responsible, yet will engage in an impromptu pillow fight when necessary.

You have balance. You have high self esteem, yet are not threatened by a fierce miniature golf competition. You're up on politics and current events, and also know what's on Fox at 8 pm. (You don't have to watch the latest Bravo reunion, but are cool when I do.)

In my ideal partnership we help each other become who we aspire to be. We bring out each other's best. We have our own interests but make a great team. We enjoy life together.



**Sample Profile #2: Ann, 64, Divorced, 2 children**

**Headline: I'M NOT RETIRED. I RE-ENERGIZED.**

## About Me

I had a “previous life” in Washington, DC, and it was wonderful. My career allowed me to make a difference in the world and get paid for it. I thought it didn't get much better than that. But it definitely did! Now that I'm retired there is absolutely no place I'd rather be than Colorado. (Btw, I am open to relocating closer to Denver for the right relationship.)

I'm a volunteer U.S. Forest Service ranger, and that suits me. I get to ride my horse on the trails, chat with hikers and most of all, I get to be outdoors.

I also love to travel. I visited Croatia this year, which was beautiful and tiring and everything a long trip should be. Last year I traveled to Africa. The animals were amazing so I took 3,000 photos (yikes).

I go to theater performances, take classes, watch football and have friends over for delicious meals. (I have a lot of fun tending my vegetable garden and cooking. I'd love to whip up your favorite dish. Is chocolate involved?)

Recharging my battery is something I do need to do. Relaxing with a good book (my Kindle is never too far away), watching a video, just being quiet...cuddling...that is also time well spent.

I'm active and friendly, curious and confident, and I've built a pretty good life. It would just be great to share it with a partner.

BTW, all my photos are as dated. I am somewhere between slender and curvy in figure type and normal weight.

## About you

The man who will curl my toes will have achieved much, but he still wants to do more. He's curious enough to take a class with me, sharp enough to engage in friendly discussion of current events and progressive politics, fit enough to hike, travel and explore with me, and friendly enough to share entertaining with friends. And I hope he'll have an open heart and hold my hand, even when we're walking in a parking lot. Does this sound good to you? Say hi.

## YOUR STEP 3

# Action Challenge!

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 Step 3.
- ✓ The sample profiles I've provided in Step 3.
- ✓ A pad and pen/pencil or open a document on your computer.
- ✓ That smart, creative, confident, kind, grownup woman that you ARE!

Using all these tools, start writing. Don't overthink, just write. 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:** *It's all okay. Just write. Try. Start. Keep tweaking. Have FUN!*

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 #6 under Profile Don'ts above.)

My years of experience tell 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, 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.

*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, you have ACCOMPLISHED SO MUCH!*

I know that pulling a profile together may sound easier than it actually is. But creating one that resonates with the right man isn't easy, but you did it!

In the next and final 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!

*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 in a while, buy a new dress for the dates you're going to have, take a nap, take a class...

And finally...

## Step 4:

# Photos That Show Your True Beauty

Photos WILL make or break the success of your profile. It's crucial you get this part right, so I'm going to share all the info I have in video and audio.

Click the image below or go to <http://datelikeagrownup.com/online-dating-challenge-step-4/> to watch the "What Kind of Pictures Pop?" video.



After watching the video on this page, listen to the audio about making your do's and don'ts of profile photos.

Did you find my interview with Giles helpful? Reassuring? He's a pro and he understands that posting photos on your online dating profile can feel agonizing, especially for women and most especially for women who are dating later in life. Writing a profile and filling out questionnaires can be a challenge, but the posting pictures part is the hardest part for many.

It's true that you're putting yourself out there and a lot of men are going to look at you. And we've all heard about men being very visual, so it makes some sense that you're concerned you can be rejected for your looks.

I'm going to give you some truths about what most men are looking for in your photos and give you do's and don'ts that will help you have fun and end up with some great shots of your gorgeous self.

Contrary to most beliefs, attracting men – especially men who are dating after 40, 50 and beyond – is not all about how young or skinny you are. Mature men who want connection and relationship (aka the men you want to meet) are looking at your pictures for information about you.

Your pictures tell men a story. He is looking and thinking: Does she look open, friendly, healthy, confident? Does she look nice, interesting, fun?

Here's another thing: Both women and men post photos that are outdated, have them hiding behind sunglasses or are too dark to really see. Women, in particular, post photos that don't show their bodies.

When you hide or don't tell some story of who you are, men are going to pass. And if you post old pics, they are going to feel duped when they meet you.

There's no reason to post a picture of you when you were 20 pounds lighter or 20 years younger. Just DON'T. This is part of mature dating. You want to MEET these men, right? Well if your pictures are misleading you're surely going to be met with resentment and disappointment. (You don't want him to post a photo with hair and then show up to your coffee date bald as a cue ball, do you?)

Stop worrying about how your body looks at your age and remember:

**You're not 30 and you're not supposed to look like you're 30.**

Men appreciate REAL women and want to see that in your photos, so don't try to hide yourself.

Your online dating profile and your photos are the first impression you will make. When you show who you are and express it in a way that men appreciate, and you look like you're proud of who you are, the right men will be attracted. That's the great thing about online dating!

So, how do you look your very best and tell a positive, authentic story to the men you want to meet? Follow these profile photo do's and don'ts and your pictures will attract the right men.

# Profile Photo **DON'Ts**

- ✓ Wear all black in all photos.
- ✓ Post selfies.
- ✓ Post glamor-type shots or photos that are too suggestive or revealing.
- ✓ Wear too much makeup.
- ✓ Wear dark lipstick.
- ✓ Show yourself with the same expression in all photos.
- ✓ Have more than 5 or 6 pictures.
- ✓ Have only headshots.
- ✓ Show yourself with other people – especially women!
- ✓ Put up any bad photos (Men will assume you look like your worst photo...probably just like you do when you look at them.)
- ✓ Ignore the importance of posting good pictures.

Honestly, women are far more critical of their appearance than men. Men are trying to decide whether they might like you, not whether you look like a fashion model. So just relax, get someone to take some great shots of you, and proudly put yourself out there...because you are a beautiful woman!

## CONSIDER A MAKEOVER

When was the last time you updated your look? Have you changed the way you apply your makeup or wear your hair? Have you bought any new-styled clothes?

Doing this is as much about looking good for a man as it is about feeling good for yourself. A confident woman who takes care of herself and looks healthy is a man magnet.

Go to your local department store and have a free makeup session. All the lines do this, did you know? Splurge for a fancy hair style.

Check out catalogs and stores like Chico's, Bloomingdale's, 50Plus, Macy's, and Nordstroms for fashion ideas. You don't have to necessarily buy – but check out what's hot (and what's not).

# Profile Photo DO's

- ✓ Try to have fun when you are taking your pictures. (BTW: A good professional photographer knows how to lighten things up and suggest poses to help you feel relaxed and special, and capture you at your very best.)
- ✓ Show various attire, like you're going out on a casual date and also a dressy date.
- ✓ Post at least one head shot and one full body shot; both clear, with good light and a bright, sincere smile. (People's eyes sparkle when they smile!)
- ✓ Show varied types of shots with varied expressions: head shot, full body shot and doing some activity that you enjoy. (Traveling, kayaking, buying flowers, eating out, reading, etc.)
- ✓ Show photos of you alone or only with people in the background.
- ✓ Get a good night's sleep before you take your pictures.
- ✓ Do your nails.
- ✓ Wear clothes that fit your body and make you feel good. (When you layer on clothes to cover your body it only makes you look larger than you are.)
- ✓ Wear color, but not wild prints.
- ✓ Apply your makeup in natural light.
- ✓ Wear relatively light lipstick. Shine is good.
- ✓ If possible, get your photos taken by a professional.
- ✓ Have fun and remember this is going to lead you to love.

## YOUR STEP 4

# Action Challenge!

Having a great photo to go with your wonderful online profile is critical. And the best way to do this is to work with a photographer who specializes in creating fabulous online dating photos.

I did what many women do when they first start online dating. I put some nice pictures up...pictures that showed me during my trip to Alaska, at a party, a head shot my girlfriend took on my patio. I had those photos posted for a long time. When I wasn't getting the kind of responses I wanted I decided to go with a professional photog.

As soon as I posted my new, improved photos, the difference in the quality and quantity of responses I got was mind-boggling. It was a game-changer. In fact I met my husband Larry three months after posting these new pics. And that's why I strongly recommend that you have professional photos

Now I know this may be a scary prospect for many of us. The thought of having our picture taken—even at a family gathering for instance—sends us running in the other direction. Your Step 4 Challenge is going to help ease some of that anxiety and help bring out your best. Even if you're comfortable with having your picture taken, this warm-up rehearsal will help make your session even more fun and successful.

This challenge is about preparation...a dress rehearsal for your session. Preparing for your photo session will help put you at ease and allow you to shine in the best possible light.

Let's get started.

### FIND A PHOTOGRAPHER

The first step is to find photographer that specializes in taking professional photos for use on an online dating site.

*BTW: A good professional photographer knows how to lighten things up and suggest poses to help you feel relaxed and special, and capture you at your very best.*

### MAKE AN APPOINTMENT

When you've found a photographer that suites you, make an appointment.

**Don't wait...do it NOW!**



If you cannot find a photographer who specializes in online dating photos, then choose one who specializes in lifestyle photography. I recommend this because it's really important that they capture your personality in your pictures, not just a generic head shot and full body shot. Your cousin Fran can do that.

## SCHEDULE YOUR REHEARSAL DAY

Next, set aside some time for your dress rehearsal. Pick a day a comfortable amount of time before your session date and devote it to your dress rehearsal. Invite a girlfriend to be your stage manager to help choose your outfits, apply your makeup, and do your hair.

# Last Thoughts

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

## 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."

### YOUR PROFILE IS NOT...

A way for a man to get to KNOW you. It is not your life story or your resume. It is not your order form for a man. It is merely a GLIMPSE of who you are. It is a few yummy bits and pieces about you, your life and what you are looking for in a match.

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!)

Your profile is a tease. It's a flirt. It's an online "come hither."

### Of course yours does this in a classy way.

Don't find excuses not to do this...get to it girl! And keep in mind, once you've posted your profile, it may take some tweaks. Pay attention over time to the kinds of responses you are getting and how men approach you. Revisit those parts of your profile that could use improvement... sometimes it's just matter of tweaking a few words here and there.

Most importantly, your profile may very likely be the KEY to finding your forever love. So give it the time and energy it deserves and...

### KEEP YOUR EYE ON THE PRIZE!

# So Your Inbox is Full... Now What?

Building a profile is just the beginning...the first phase.

How will you handle the responses you get?

Will you recognize the right man for you?

Will you interact with him in a way that lets him get to know wonderful you?

How will you get to know him?

This guide asks you to examine some of these things, but just enough to write your profile. If you're committed to finding a relationship, take the next step and

**Learn how to build a better relationship with yourself and with your heart.**

Knowing and understanding yourself – your likes and dislikes, how you respond to challenging situations, how emotions affect your state of mind, and how you interact with others—are key to good decision making in life and ultimately in creating a wonderful love life for yourself.

*And remember, be good to yourself in love and in life,*

*Bobbi*

# WORKSHEETS

## Step 1 Challenge: Nugget Worksheet

**Tips:** Try to give a sense of what it would be like to sit down and have coffee with you. Think “headlines.” Use “because.” It’s okay to sound a bit goofy, vulnerable, or sassy.

	Your Old Cliché or Fact	Transformed to a Yummy Nugget
Nugget #		
Nugget #		
Nugget #		
Nugget #		
Nugget #		
Nugget #		
Nugget #		
Nugget #		
Nugget #		
Nugget #		
Nugget #		

## WORKSHEETS

# Step 2 Challenge: How You Want Him to Be

This challenge consists of two parts. In Part 1 you'll complete the left hand column. In Part 2 you'll complete the three right hand columns.

	Say it About Yourself or Him ✓	Assumed ✓	Add ✓
<b>Must Haves</b>			
<b>Nice/Fun to Haves</b>			
<b>Deal Breakers</b>			

# WORKSHEETS

## Step 3 Challenge: Profile Worksheet

### HEADLINE

*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!*

**WORKSHEETS**Step 4 Challenge: **Dress Rehearsal Checklist****MAKEUP**

- Practice applying your makeup in natural light, near a window for example.
- Less is better. Wear just enough makeup to give you a smooth even look.
- Be sure to blend your makeup with fingertips or sponge to eliminate the makeup line at your neck.
- Lipstick: Use a lip gloss on top of a lighter-than-normal shade. Don't wear dark, matte lipstick.
- Foundation: Use a good liquid or crème foundation; think twice about mineral makeup; they tend to add shine in photos.
- Eye shadow: Use a shade lighter than normal; eye shadow tends to look darker in photos.
- Face bronzers and glitter lotions: Don't use them.
- If you need help or suggestions about using makeup, try going to a department store cosmetics counter and participate in a makeup demonstration.
- Ask a girlfriend whose makeup you like for suggestions.

**NOTES**

*What worked for you, what didn't?*

## HAIR, HANDS AND NAILS

- Have your hair cut by a professional stylist.
- Get a color touchup if needed.
- Practice arranging your hair the way you will wear it on the day of the photo shoot.
- If you wear nail polish, make sure it isn't chipped. Redo if needed or treat yourself to a manicure.

## NOTES

## OUTFITS

- Dressy, date-night outfits. Select 3 or 4, try them all on. Ask your girlfriend's opinion. Select one that makes you feel the best, most comfortable, most attractive.
- Casual outfits. Select 3 or 4, try them all on. Ask your girlfriend's opinion. Select one that make you feel the best, most comfortable, most attractive.
- Wear color, but not wild prints or black.
- Stay away from all black.
- Save those suggestive, revealing outfits for later. Profiles photos are not when you want to let men see this side of you.

## NOTES

### Dressy selection:

### Casual selection:



## DAY BEFORE THE SHOOT

- This is so important: Get a good night's sleep. You want to come to your session feeling good and rested, free of under-eye shadows and bags. The benefits of a good night's sleep will show in your photos.

## AFTER YOUR SHOOT

- Before you post your pics, if you can, show them to someone who doesn't know you well. Tell them that you want to post a few of these photos to go with your online dating profile and ask which ones they like best.

# About Bobbi

Bobbi Palmer is a 50-ish-year-old, joyfully married, proudly imperfect, open-minded, kinda short, often sassy, ebullient, critical thinking, optimistic, gentle-but-direct ex-corporate manager now CEO, coach and trusted guide who helps smart, accomplished grownup women (like you!) find and live their own grownup love story.

You can learn more about her, get a raft of helpful tips, guides, and information, and talk with a community of strong open women by joining her Grownup Girls' Night Out free monthly coaching webcasts:



<http://datelikeagrownup.com/ggno>

*See you there...*

Please stay  
*in touch with me!*

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