



You, lovely.

*A mini guide for writing your completely
charming online dating profile*

This is going to be fun.



Carrie Klassen
Chief Creatrix, Pink Elephant
Communications

I'm a very happily married woman. If you are already friends with me on Facebook, you see the beaming photos. But, lovely reader, trust me when I tell you it took a long time to get here. I kissed some frogs. I made some questionable choices. I spent A LOT of time single. But for all my relationship bewilderment, there was one thing I was actually quite good at: online dating.

I define "being good at online dating" as being able to present myself adequately in my profile and being able to choose only interesting people to date. (That I eventually married one of these dates is the cherry on top.)

"*What does this have to do with marketing, Carrie?*" you might wonder. What I do isn't really marketing; it's creating connection through communication. I help people express what they do and how they help others. To jump from website content writing to online dating profiles isn't a jump at all. It's all the same stuff.

Plus, **love is lovely**. If you'd like someone to cuddle with during your entrepreneurial adventure, I think you should have that. And if I can help a little, well that is the smallest way I can pay forward my own long-awaited luck in love.

Carrie

Some DOs and DON'Ts of online dating

DO post a picture of yourself smiling, in a colour that flatters your skin tone. If you're a woman, go light on the makeup, unless you normally wear lots.

DO share your interests and passions. Be genuinely enthusiastic in your profile description.

DO focus on yourself in your profile. This description is about you. Writing it that way gives your reader breathing space, and keeps things light, open and inviting.

DO follow the website's guidelines for length so you don't exceed.

DO be genuine.

DO go into it expecting to have fun. It's an adventure. An experiment!

DO use your first dates to ask lots of questions. Get their stories. Even if there isn't chemistry, you might make a friend or learn something about, say, urban planning, if that's what they do. Carpe the opportunity.

DO flatter by being the best listener they've met.

DO trust your instincts always.

DON'T use a glamour shot with excessive make-up and Photoshop touch-ups. You'll feel better about the first date if the other person is delighted to find you even more attractive than your photo.

DON'T share your disappointment in your last relationship. At least, not in your profile.

DON'T write a laundry list of what you're looking for in a mate. That's not as interesting (or appealing) as reading about who YOU are.

DON'T use clichés. And please don't say you're dating online because you're "sick of the bar scene." You don't have to justify why you're dating online (especially not to other people who are dating online).

DON'T worry about finding the father or mother of your children. There will be time for that but the first date (or your profile) isn't it.

DON'T spend your dates on small talk or past relationships. Ask really interesting questions.

DON'T give out your last name or home address until you've met in person somewhere public and everything feels a-ok.



Writing your profile

I'm going to ask you a series of questions and I want you to write the answers to each as quickly as you can. Don't hum or haw, just write, ok? First thoughts!

If you're really stumped, you could always invite a good friend out for wine or coffee and do each other's. xo

Finish this sentence: "These are the things I love....."

e.g. These are the things I love. The bitter taste of green tea in my favourite turquoise mug. A kiss on the forehead at the end of a first date (or the forty-first). Curling up with a real, made-of-paper book, under a quilt, while it rains. Champagne. Especially rose-coloured champagne. A perfect haiku. And love letters. I love to hand-write love letters.

A series of horizontal dotted lines provided for writing the response to the prompt.

Writing your profile *continued*

What qualities do you cherish?

e.g. I cherish honesty, promptness, integrity and people who can make me laugh at myself. I cherish adventure-seekers and generous tippers. And extroverts willing to tease me out of my shell a little.

Now, close it up with an invitation.

e.g. If you cannot tell a lie, like apple pie and don't mind the occasional awkward silence, maybe we should meet?



Writing your profile *continued*

Now put it all together and you've got yourself an online dating profile (and a conversation starter).

These are the things I love. The bitter taste of green tea in my favourite turquoise mug. A kiss on the forehead at the end of a first date (or the forty-first). Curling up with a real, made-of-paper book, under a quilt, while it rains. Champagne. Especially rose-coloured champagne. A perfect haiku. And love letters. I love to hand-write love letters.

I am a writer by trade and run my own small business. I've been at it for the past four years. I am totally turned on by the freedom being self-employed affords me and I'm so grateful that my work introduces me to new and interesting clients every day. I find their stories fascinating and am so lucky that they invite me to write for them.

I believe in pursuing passions, even if that sounds cliché. I believe in hard work and remembering to say thank-you. I believe in proper punctuation. I believe I can be a feminist and have the door held for me. (Take note, kind sir.)

I get cranky when my blood sugar is low but I bake a serious apple pie.

I cherish honesty, promptness, integrity and people who can make me laugh at myself. I cherish adventure-seekers and generous tippers. And extroverts willing to tease me out of my shell a little.

If you cannot tell a lie, like apple pie and don't mind the occasional awkward silence, maybe we should meet?

I am no dating expert, so I want to leave you in better hands...

If you need more than a snazzy online dating profile to give your love life a boost, here are two great women you may want to check out. *(They don't know I'm including them in this so this definitely isn't some kind of weird partnership marketing thing, FYI. I just really like their stuff.)*



Cherry Norris

Author, filmmaker, entrepreneur and love coach

www.cherrynorris.com



Stephanie St. Claire

Writer, intuitive life coach and start-over strategist

www.blissbombed.com

koko

And with that, dear readers, I wish you such good luck in love. I hope each of you who are looking find the someone (or someones) that bring your life the kind of joy that Keith brings mine. Every day, I say a prayer of thanks for him. I wish you those prayers too.

(And lest you think I'm rubbing it in with the traffic-defying, chalk-on-street love note, I included this photo so you'd remember to dream big. Really big.)

