

## Module 4: The “Magnetic” Online Profile Formula

# Lesson 1: What You Should **Never** Say In Your Profile

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# What Your Online Profile Is ACTUALLY Meant To Do (Important)



- Your profile is **NOT** meant to get you a boyfriend.
- Your profile is **NOT** meant to get you a soul mate.
- Your profile is **NOT** even meant to get you a date.

The **ONLY** Goal Of Your  
Online Profile is to get the  
*right kind of guy* to send you  
a message or to get a guy to  
write you back if you write  
him first.

# The Movie Trailer Metaphor . . .



THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR  
**ALL AUDIENCES**  
BY THE MOTION PICTURE ASSOCIATION OF AMERICA



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- If you give away EVERYTHING then nobody wants to see the movie.

# The 3 “Man-Repulser” Profiles



# #1: The “Where Are All The Good Men?” or “Princess Seeks Her Prince.”



“Where are all the GOOD men who know how to treat a lady? I’m a princess looking for the prince I deserve. Must be 6’2” and like cooking.”

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- Makes you seem high maintenance.
- Attracts Commitment Addicts and Scammers.
- Guys feel like they can't possibly measure up, so why bother?

# The fix . . .

Get a more realistic view on love and men and romance =-).

# #2: The “Only Guys Looking For A Serious Relationship Should Apply”



**“I’ve wasted too much time on these sites dealing with guys who just want to hook up. If you don’t want a SERIOUS GIRLFRIEND and to get MARRIED do NOT MESSAGE ME.”**

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- WAY too serious.
- Walking down the aisle before you've even said hello.
- Like I said in the guy's eye view section: Almost no guys go online looking for a "RELATIONSHIP." They're looking for a date, for sex (if they can) and will happily get into a relationship with the RIGHT woman.

# The fix . . .

Talk about getting married “someday” without making it look like you want a husband RIGHT NOW.

Mark the “long term” box on the site.

Ex. “I’m having as many adventures as I can right now before settling down and starting a family. I plan on getting married in the next few years.” - Gets the message across without being scary or putting it on HIM.



# #3: The “My Girlfriend’s Put Me Up To This.”



“Ha, well I don’t really want to do online dating and don’t think I’ll meet any good guys here, but my friends put me up to it so I guess I’ll give it a try.”

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- No confidence.
- Even worse if you have your friend write the profile for you.
- Not as bad as the other two, but still a waste of time.

So if you don't do any of THAT  
what do you do instead?

# In Order To Attract Great Men Your Profile Has to ...

1. HOOK the attention of the kind of guy you're looking for (while letting users, abusers and assholes know not to waste their time.)
2. Lay out the BEST parts of you and your personality.
3. Open the door for the man of your dreams to get in touch.



During the rest of this module I'm going to take you step-by-step through the process of writing your profile ...

Deep breath. Some of this is going to make you uncomfortable but if you did your homework so far, it should be pretty easy. =-)

**Assignment:** Look at the “Before And After” profile examples below this video. Put yourself in a “Guy’s” mindset and ask yourself why the second one is so much more alluring.