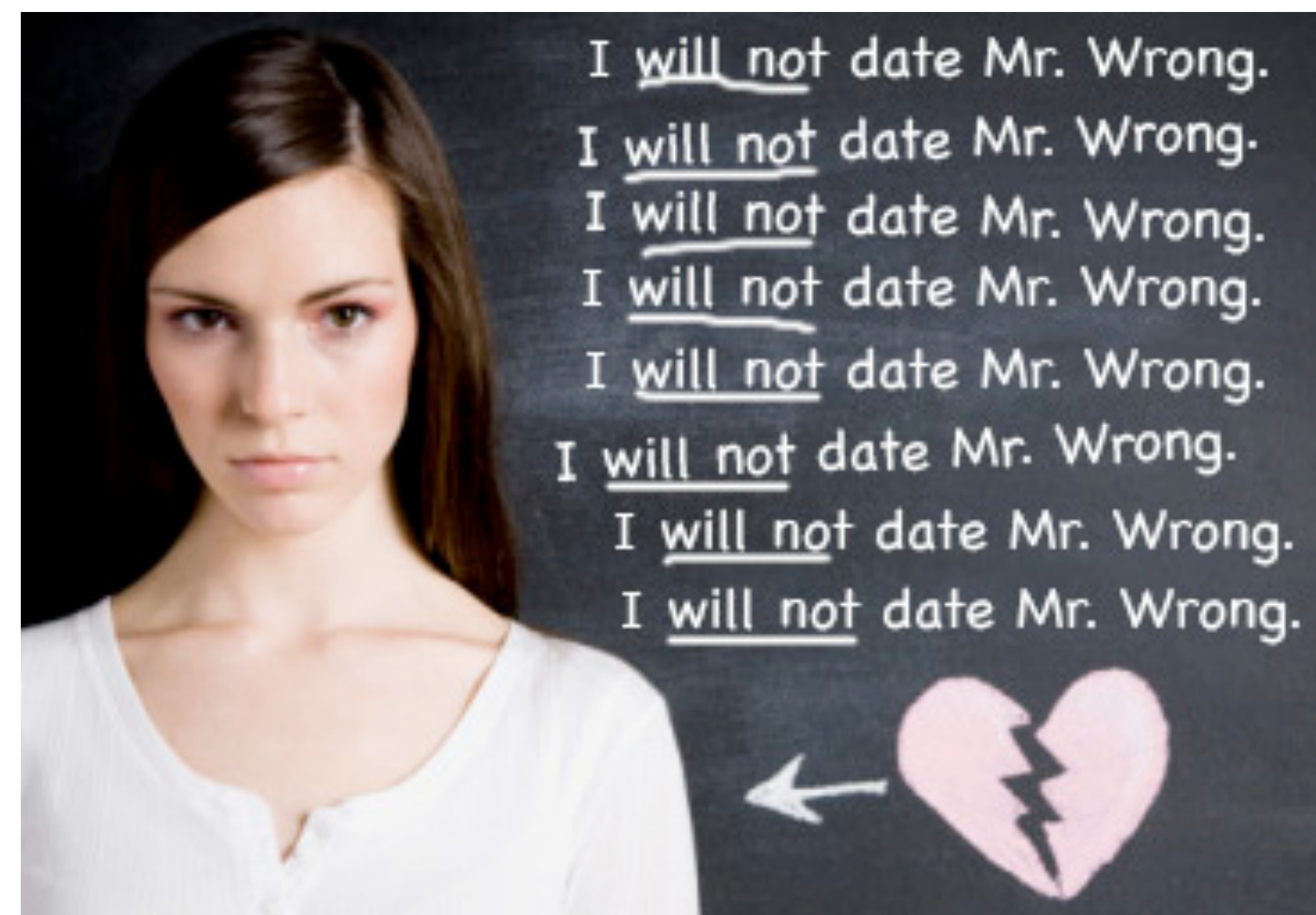


Module 4: The “Magnetic” Online Profile Formula

Lesson 3: About Him / What You’re Looking For



By Michael Fiore And Digital Romance, Inc.

This is where we “Weed Out” the players, the commitment addicts and the scammers . . .

And it’s where we “open the door” for nice guys and “dream guys” to actually write you.

What NOT To Put In Here . . .

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- “I just want a guy who’s not a cheater alcoholic like my ex.” (Remember: No negativity in your profile.)
- “Big genitalia and a bigger wallet.” (yikes!!)

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- Often times being more specific (in the right way) will get you more emails.
- This section can be pretty short. (Weirdly, when I teach guys how to do this stuff I tell them to make the “about her” section longer since women like guys who have standards but if you write too much for guys they won't read it.)

Always aim a little high . . . guys will mentally inflate themselves and aspire to be that guy (but if you aim TOO high you scare everyone away.)

Quick Note: Don't copy my
examples word for word.
Use your worksheet to
come up with your own
description of Mr. Right.

About Him Example #1: General



“You love animals and still miss your first dog. You make eye contact when you talk. You have at least one female friend you’ve never tried to sleep with. You understand that words can be sexy. You wake up in the morning excited to start your day and go to bed every night humming with energy about how much else you want to get done.”

About Him / What I'm Looking For Example #2: The Crossfitter



“You know what ‘Fran’ is and have PR’d your time by at least 15 seconds in the last year. You think it takes more willpower to be lazy than to get off your butt and go to the gym. You like strong women, both in body and in mind.”

About Him / What I'm Looking For Example #3:

The Outdoor Guy

“You constantly have mud on your tires. You spend your lunch staring out the window counting down the moments until the weekend. You have at least one incredible scar from a hike gone wrong.”



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- This also lets you quickly weed out guys who don't follow instructions.

Different Types of Calls To Action . . .

- The “General” call to action.
- The “Intriguing Question” call to action.
- The “Activity in Common” call to action.

General Call To Action . . .

“Does any of this sound interesting to you? Maybe we’ll click. And maybe we won’t. Who knows? But a wise man once told me ‘no great reward ever came without great risk.’ To get my attention, just write me an email.”

This one comes across as VERY approachable (maybe too much so.)

The “Intriguing Question” CTA ...

Start with: “I 100% won’t even think about writing you back unless you answer this question in your email to me (I’m totally serious.):”

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“What’s the last book you read that changed your life?”

“When was the last time you got really MAD about something and what was it?”

“What’s something you’re really BAD at =-).”

Look at the worksheet that comes with this lesson for more examples or make up your own. Have *fun* with it.

The “Activity Specific” CTA ...

If you’re looking for a guy who is definitely a member of your “tribe.”

The “Activity Specific” CTA ...

“What’s your favorite mountain to snowboard at?”

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“What’s your favorite mountain to snowboard at?”

“What’s your most embarrassing snowboarding story.”

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“Are you more into Nightmare On Elm Street or Friday the 13th?”

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Anything that has to do with a shared interest (Judaism, politics etc.)

The “Bouncer” Line ...

- Add this to your profile if you're getting too many messages from guys just looking for sex.

The “Bouncer” Line ...

“Bluntness time: I’m not going to sleep with you on the first date. If you send me a message saying how “hawt” I am I not only won’t write you back but I’ll make fun of you to my friends. Be an adult =-)

Your assignment . . .

- Download the hand out and worksheet and write at least 3 versions of your “About Him / What I’m Looking For” and “Call To Action.”
- Go to the next lesson, the headline . . .