

Module 4: The “Magnetic” Online Profile Formula

Lesson 4: The Subject Line



By Michael Fiore and Digital Romance, Inc.



Your subject line and profile photo are a tag team designed to stand out from the crowd and get the attention of the kind of guy you're looking for.

Subject line and Photo

>

Profile

>

Email

>

Date

Marriage, Kids, Freaky
Monkey Sex, Matching
Subarus



The job of your subject line is to get a guy to look at and read your profile. (Just like the job of your profile is to get the right kind of guy to email you.)



Bad Subject Lines ... (Taken From Real Life!)





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- “Where are all the GOOD men?” - Negative.
- “Are you my knight?” - Needy.
- “Soul Mate Wanted.” - Too serious.
- “Just a normal girl.” - Boring and low self esteem.



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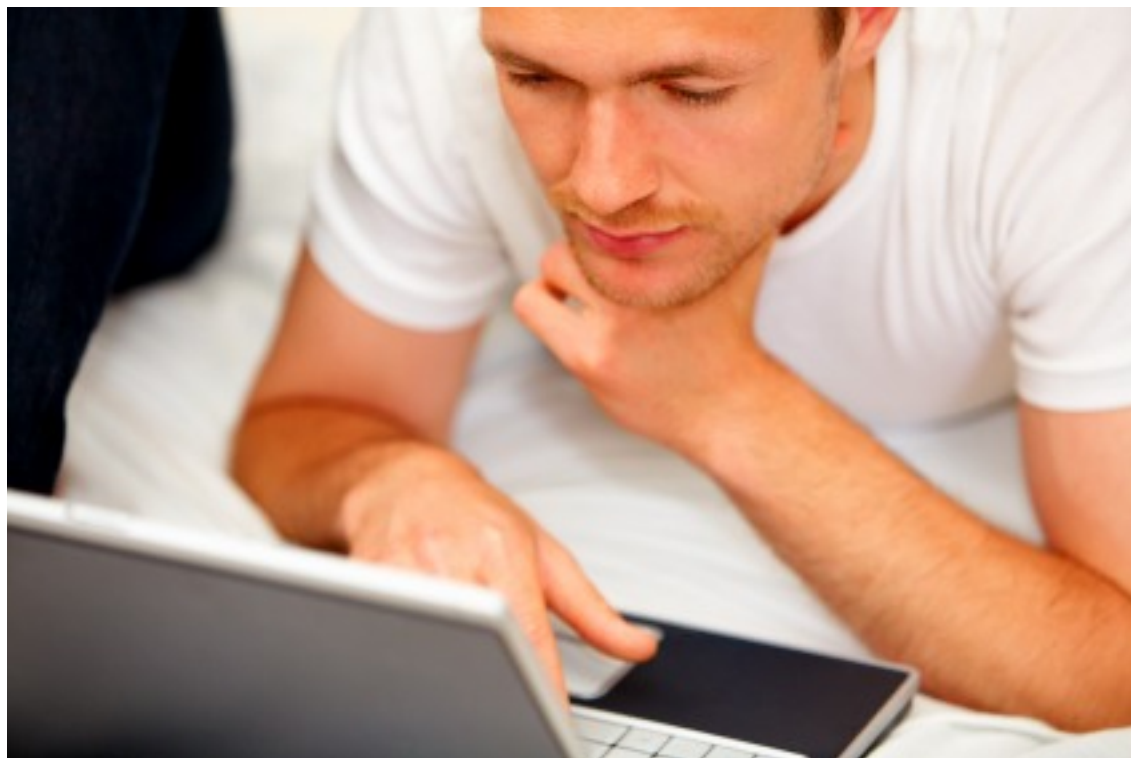
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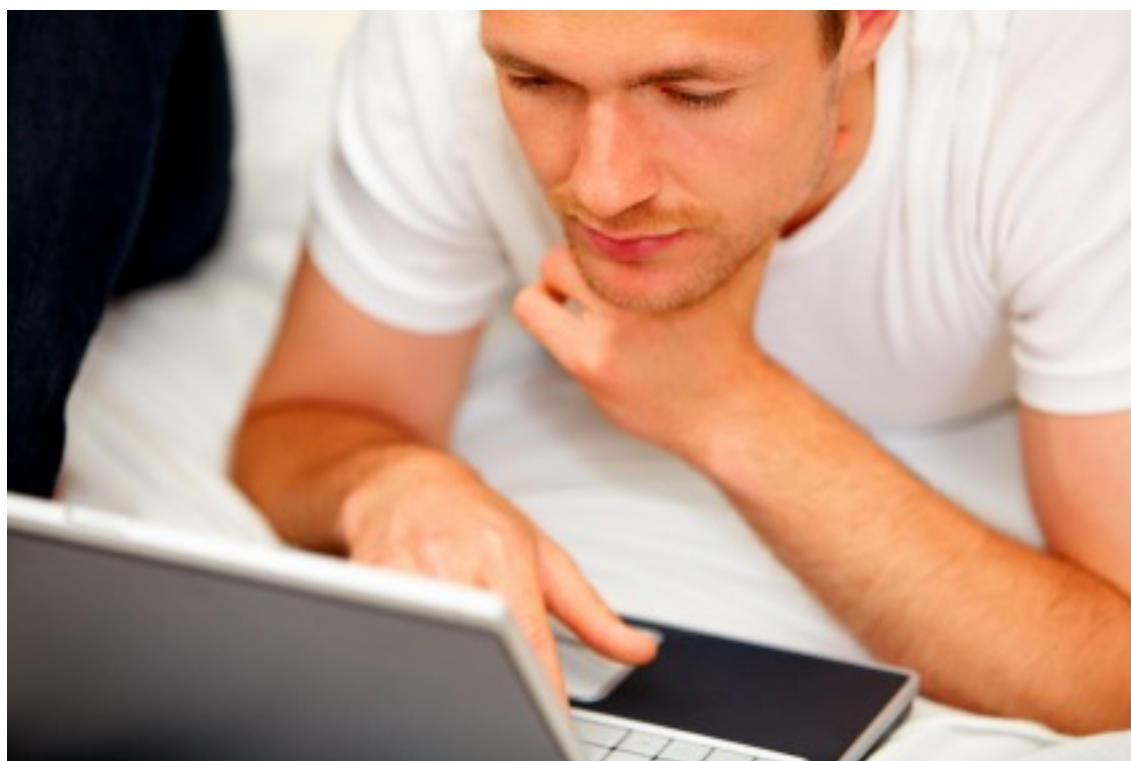
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- “Super Mom Seeks Super Dad” - not unless you’re on a single parents site.

So What Do You Do Instead?

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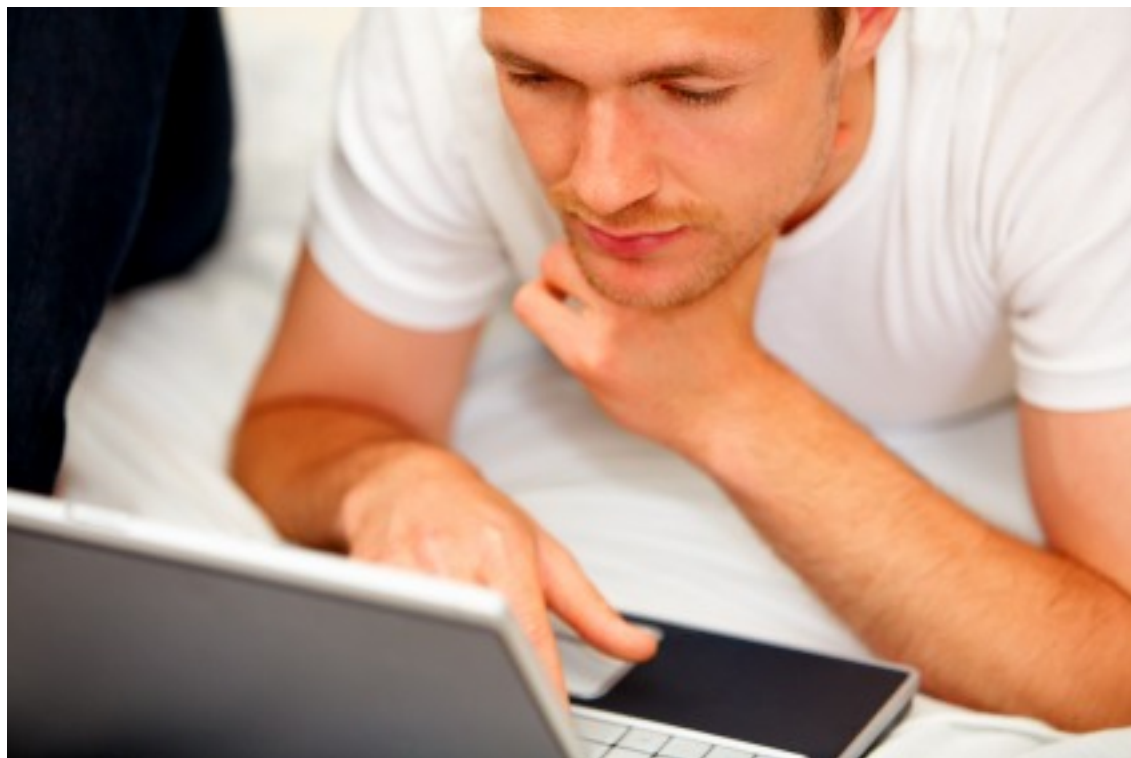


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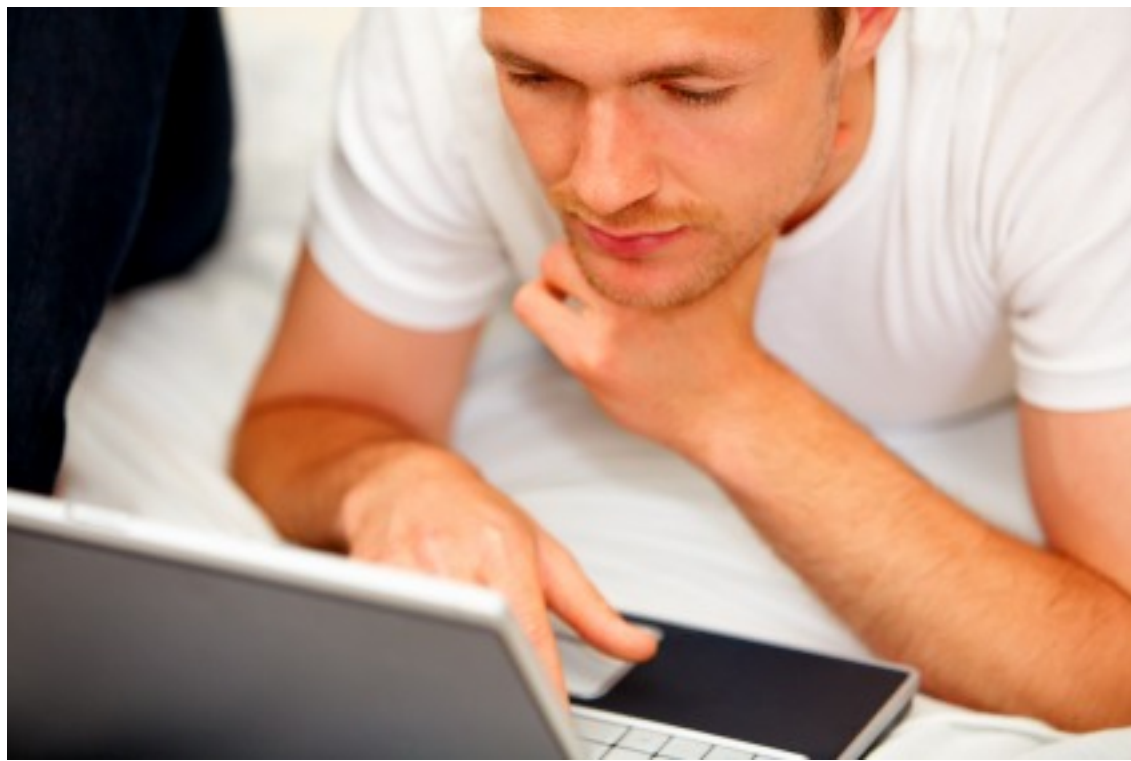
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- 1. The “flirty and fun adjectives” headline.
- 2. The “passion” headline.
- 3. Calling out the kind of guy you want (in a non-needy or demanding way.)

I. The “Flirty And Fun Adjectives” Headline

- “Outdoorsy Hiker Babe.” - She’s outdoorsy, she likes to hike and she thinks of herself as a babe!
- “Fun-sized, friendly, sarcastic, cynical nurse.” - (You get the idea.)
- “Super Fit, Science-Obsessed Optimist.”

The “Flirty And Fun” Formula . . .

(Adjective, Adjective,
Adjective Noun.)

Leaving the noun out feels incomplete and off-putting.

“Cozy, Cuddly, Curious” - Something is missing.

“Cozy, Cuddly, Curious Geek Girl.” - Much better.



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- Mix and match your favorite using POWERFUL language.
- Add a catch all term that describes how you want guys to see you (even if you don’t necessarily see yourself that way.)

Possible Descriptive Nouns

- Geek / Nerd
- Babe / Girl / Woman / Tom Boy
- Student
- Dancer
- Runner
- Nurse / Teacher / Entrepreneur
- Optimist / Realist / (Never Pessimist.)
- Gamer / Gardener / Rock Climber
- World Traveler
- Yogini

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- Works great if you've got one community or activity that you define yourself by and are looking for a guy who does the same.
- Can also do a "Tease" or "Brag" version to subtly tweak a guy into writing you.



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- “I bet my Fran time is better than yours . . .” - Like crack for Crossfit guys. Nice tease.



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- What's your passion? How do you define yourself outside of your job?



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- What's your passion? How do you define yourself outside of your job?
- What phrase can you come up with to subtly BRAG about it?

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- At least somewhat tells fat, abusive jerks to go away.



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- “I’ll tell you my SAT score if you tell me yours.” -
(Looking for a smart guy.)

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- “Must Love Dogs.” - Simple but effective.

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- Look at the “about him” section of your profile and pick 2 or 3 big things.



How To Create it . . .



- Look at the “about him” section of your profile and pick 2 or 3 big things.
- “The Superhero he can strive to be,” not the “Perfect man” he can never become.

What To Do Now ...

- Create at least 3 headlines of each type.
- Pick your favorite to put into your headline.
- Move on to module 5 where you'll learn all about how to EMAIL MEN ONLINE.