

YOUR DATEABLE DATING PROFILE CHECKLIST

PROFILE PHOTOS

Remember you only have 15 seconds to grab someone's attention. Represent yourself properly and don't give people a reason to pass if you aren't using dating apps to your advantage.

- ☐ Have at least 3 great photos. Less is more. 3 great photos are better than 4 with one not-so-great one.
- ☐ Make your first photo a clear headshot where you're smiling
- ☐ Include a full-body shot. If not, people are going to wonder and may think you are trying to hide something
- ☐ Get rid of the group pics (they aren't serving you)
- ☐ Leave out any pics that are blurry or where you aren't in focus
- ☐ Add in photos that prompt conversation. This could be you doing a hobby you love (cooking, snowboarding, etc.) or visiting a cool location on a recent vacation. Try to stay away from cliché things like Machu Picchu or tiger shots that cause you to blend in with others
- ☐ Pop some color! Whether this is in your background or clothing, this will help you stand out from the sea of others.
- ☐ Have your shots be aesthetically pleasing. This may be a pretty background setting (think outdoor shots or with flowers/plants) or a good composition. This will create an association with beauty/attractiveness that will grab someone's attention.
- ☐ Be consistent. You don't want someone to question if you are who you are. If you have a photo where your hair is styled differently than normal or you're wearing something that you'd never wear day to day, maybe don't include it even if it's a good photo.
- ☐ Be recent. Don't be tempted to put a photo where you don't look the same at all. You can get away with photos that are a couple of years back if

you look relatively the same or you look 10 pounds thinner in person. You want to prevent people from feeling like you are catfishing them. This is a waste of your time and theirs. Yes, you may get more attention on apps but the person is going to notice IRL. The quality of matches (i.e people interested in the real you) is better than quantity.

- ☐ Remember your photos are sending a message. People are trying to envision a life with you, not be impressed by your accomplishments (you can tell them about those later in person). Do you run occasionally? Maybe don't include a shot of you running a marathon. Do 2-mile hikes max once a month? Don't have you climbing Mt Kilimanjaro. If you are a super active person who can't live without someone who will do this type of thing with you, by all means, add it. But if you did this once or don't really care if a partner joins you, lose it. These "cool" photos can be intimidating.
- ☐ Only put a photo with a child if it's your own. You may want to impress potential mates by looking family-oriented or maternal with a niece or nephew but this causes people to make assumptions about your background that may not be true. If you do have children, def include them in photos. If you aren't comfortable putting them online, that's ok too (just mention something about your kids in your profile).
- ☐ Test your photos out on a site like photofeeler.com where you can get feedback from the general type of people you are trying to attract. Or ask a friend/someone you know. We tend to not be the best judges of photos that are the most flattering.
- ☐ Remove any photos that aren't serving you or ones where you look drastically different than how you come off IRL. If there are requirements of # of photos from the site, you can use a conversation starter photo like a place you visited recently or somewhere you could go on a date (one that worked well was a unique watermelon margarita pic which would prompt people to ask where this was taken and could we go there sometime).

PROFILE PRESETS

People will skim over these to make sure the basics align. Stay truthful but also work these to your advantage if you need to. Don't leave out anything that makes people question if you are legit.

- ☐ Make sure your location is accurate (or you are putting this in your profile). It depends where you are, but in some places, this really matters. If you live in the 'burbs but are down to meet someone who lives in the city, you should still say where you're based but that you are willing to travel. People in cities tend to expect people to come to them and may not have cars. If you aren't willing to do this, maybe change your location to closer. If you are in another location due to COVID, use your more favorable location and add something in your profile about where you are now but open to meeting people wherever.
- ☐ Fill out your political affiliation. In this day and age, this is very important. If it's left blank or even 'moderate', this may make some people wonder and potentially pass you up. Or if you don't want to put an affiliation, maybe mention in your profile something about a social issue you care about.
- ☐ Pad a little to beat the algorithm, but not in a way that is false advertising. For example, men could pad their height 1-2 inches but nothing more. Women expect this (or if you don't you should know this is a thing). The trick is not padding by too much. No one's going to take out a ruler when you meet but if it's wildly off they are going to notice and be disappointed. Same for women with weight in photos. If you need to Facetune a little this is marketing but don't sell the wrong product. Same with outdated photos, the camera does add 5-10 pounds so likely won't notice IRL but anything more gonna notice. Same with age. Padding by a year could work bc they won't keep track of when your bday was vs when you started talking but anything more feels misleading. Algorithms do cut you off at certain breakpoints but it's also not a great look to say you are 34 but then in your profile say you're really 43. That being said if you do, do this instead of outright lying but this doesn't set you off to a good start.
- ☐ Convey your lifestyle accurately. People scan for alcohol consumption, drug use, and if they want kids. If between moderate and heavy, say moderate so people don't make assumptions, in between open and don't want kids, choose open. But if it's really essential to you (ie def don't want kids or want someone who is into drugs), then put that. Expect your match rate to go down, but you may find someone who is more compatible.

- ☐ Include your occupation. Some people have said ‘I don’t want to reveal my occupation’. If nothing is listed, people are going to think you’re unemployed or hiding something. Let’s say you are unemployed, it doesn’t matter, just say your field. You don’t have to say your company or exact position, just don’t give someone a reason to pass thinking you got nothing going on. Also, avoid super jargony titles that may be confusing (i.e you don’t want someone thinking you are in law enforcement if you’re a data analyst) People make assumptions based on your occupation, for better or for worse. You are who you are, but also don’t give people a reason to make false assumptions that aren’t even true!

WRITTEN PROFILE

Make sure to fill this out authentically and use prompts when you can. This doesn’t have to be perfect, just make sure nothing comes off in a way that could be misconstrued. Stay positive and show people you are someone that they want to meet.

- ☐ Don’t try too hard. This sounds weird, but you don’t have to have the wittiest profile in the world. Sometimes profiles that are too polished can be a red flag (either someone else wrote it, or you have too much time on your hands). You just need people to be attracted enough to you in the photos, feel like you seem normal, and that the basics check out.
- ☐ Avoid negativity. Even if it’s meant to be humorous, this doesn’t always translate and the negative tone is going to send potential suitors running for the hills. For example, No Trump supporters vs I want someone who values equality, climate change, and health feel very different.
- ☐ Use prompts when available and choose ones that can lead to a discussion. Anything people can comment on or start a convo is the best way to make it actionable.
- ☐ Stay away from ‘two truths and a lie’ games. Personally, we don’t mind them but we have heard a lot of people say they are a turn-off as the rapport for this information hasn’t been formed yet.
- ☐ No need to share your past but should make sure you are actively conveying your present. For example, you don’t have to say you are divorced or separated, but you should talk about your children if you

have them. You can always talk about your past while messaging if you feel it's really important to disclose.

- ☐ Convey enough about you that allows for a match to happen and a convo to occur. Sarcasm and humor don't always translate so save that for the messaging. Sometimes less is more in profiles as it doesn't give someone the opportunity to pass and leaves them wanting more (i.e having a convo with you)

Good luck! Time to slay those dating apps