

Meet A Mate Online

Master Internet Dating and meet your best love match available

Lesson 2 E-book

How to take the best photographs for your profile



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Lesson 2

How to take the best photographs for your profile

In this lesson, the goal is learn how

- To take compelling photos that will cause others to read your profile
- To take photos that will cause others to be interested in you
- To take photos that will cause others to want to contact you

The significant single most important factor for your success in online dating is your main photo. It will determine whether or not someone is even going to look at your profile, much less be interested in you. That's why it's so critical to take many photos so you will have that one photo that puts you in the best light. Take about a hundred or more if you can.

You should be able to take these photos in less than an hour or two – take a few sample pictures to make sure the lighting and background is good – then start taking them in rapid succession. Change clothes and move to another spot and take more.

When you post your profile online, you only have ***one to two seconds*** to capture their attention – so the photo has to be your best. If that one photo doesn't cause them to click on your profile, then you've already lost 50% of your chances. Think about how you sift through the profiles of others. It's the main photo that causes you to click on their profile to learn more.

If it's not interesting, you're not even going to get to first base. That's why it's important to take about a hundred pictures in different rooms, under different lighting, at different angles and with different props. This will be the catalyst for everything else that follows.

First, you'll want to get a decent ***digital*** camera or get a friend that has one to take your pictures. When using a digital camera it doesn't cost you anything to take multiple photos. If you don't have a friend that will take them for you, get a decent tripod and set the camera on a 5 to 10 second delay when you take pictures.

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If you can afford it and have the time, it's best to hire a professional photographer. They should be able to capture your best picture. Have them take ones with formal and informal attire to get a good balance.

Remember – this is more important than a job interview. Wear colors that match your **skin and hair**. Put on some nice fitting clothes; get a few dozen shots in a sports coat and tie or evening gown. Take some in formal and casual attire, and if you're in decent shape – some while working out.

A word of caution for the men - even if you have ripped abs or are in terrific shape, do not post pictures of yourself with your **shirt** off. About 5% of the women like it – 95% are completely turned off. You will immediately be downgraded. Go figure – it just proves that for women, looks aren't everything.

For the women, studies show it helps to show some **skin and some cleavage** – but don't overdo it. You want to post a classy and tasteful photo with just a hint of sensuality that highlights your best features if you want to get the most views. It's hard to deny that a double standard doesn't exist in this regard – but that's what studies show – and those are the facts of life. Viva la difference!

There are ways to show off your body if you've got a great one. For example if there's a reason to have your shirt off while performing an activity like surfing or playing a sport – then that's acceptable. You want to avoid the cell phone shot of you posing in the bathroom mirror.

Sure it's going to take a few hours to take all these photos– but your single main photo is by far and away the first and most important key to your success with online dating. If he or she doesn't like your picture, they won't even bother **opening** up your profile.

Honestly, you really don't have to be good looking to be attractive! What is critical is that you need to take **quality** pictures – you need to look interesting; like you have taken some pride in yourself with good grooming and good fitting clothes, and that you will be a fun and interesting

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person to be with. Posting quality photos with a great headline and profile will get you plenty of attention.

In a recently published book by David Peret called [In Your Face: The New Science of Human Attraction](#), it suggests that women are more likely to judge a man to be more attractive when they see another woman looking and smiling at him. For the men, try and include a picture of yourself between two attractive women smiling at you, while you're looking at the camera.

A suggestion for the men is, the next time you see two gorgeous women in public, ask them if they'll do you a small favor. Stage a shot between them. It's a perfect opportunity to approach and meet attractive women. Tell them truthfully what you're trying to do. It's innocent, charming and they would be flattered to help you out. Get them to give you sexy looks while someone takes your picture. To be most effective, you should be looking straight at the camera and not at them.

This can also work for women as well, especially if you're wearing something cute and attractive. The key to a successful photo shot in this regard is to give a cute pose and act unaware of the attention you're receiving. If it's not too blatant of a staged shot – no one has to know right away – you can tell him about it on your one year anniversary.

More importantly, the background of your photos is probably as important as how attractive you are. When you take a lot of pictures, you will be very impressed to realize how great looking you really are when you have a hundred or more photos to choose from.

You will want to take some ***full body*** pictures, some from the ***waist up***, and some from the ***shoulders*** up. Good lighting is critical. Whenever possible, you always want the camera with its ***back*** to the source of lighting. If your face comes out shiny, pat a little baby or talcum powder on it before taking a picture.

Take some pictures ***inside***, take some pictures ***outside***. Take pictures that show a peek of what your life is like – but make sure it's an attractive background. If you have a nice car, you may want to have it present in the picture – but not like you're showing it off.

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If you have a nice house with nice furnishings, you may want to pick a shot that showcases it in a way that puts the focus on you, and not the house. You may want to include props in the background that reflect your hobbies or interests.

Women have a keen eye when it comes to looking for clues about you in the backgrounds of the pictures. That's usually the main thing they look for, so make sure your background shows you in a positive light. Make sure it's **clean and neat** and inviting.

Get in the habit of taking pictures wherever you go that shows you doing things that are fun. You want to show glimpses of your life having fun where your new partner will want to be in the pictures with you. You will want to continue to add different pictures to your profile as you progress.

Go through recent photos and pick some of you not more than a few years old. Truth in advertising is important – you don't want to mislead anyone. If it's a great photo that's older, make sure you mention it in the caption.

Before you take a lot of photos – practice some poses in the **mirror**. Practice some smiling, some serious and some pensive. Practice some with an open smile, and some closed. Be sure to use good posture throughout.

A good pose is to stand at a slight angle to the camera with your head facing the camera with your chin slightly tilted up. Refer back to the chapter on masculine body language when posing for some of the pictures. Research also conclusively shows that the **left** side of your face is more attractive, because the left side shows more emotion.

You'll score points if you have a good family picture with everyone having a good time. If you have dogs or pets, include an affectionate shot or two of you and them together with you. If you have a hobby – be sure to include a picture of you enjoying it.

If you're in a group shot, you want to make sure that **you** stand out in the picture. You don't want someone else more attractive in the photo to steal your thunder. You want to make sure that when he or she looks at it – they are focused on you.

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You may want to include a picture or two that are totally out of context. They won't be for your main photo, but you'll want to give them a reason to ask, "What the hell is that all about? Or they might write you saying how cute the picture is. You want to have a photo that can create a little mystery or intrigue that will make them want to contact you and ask you what it's about.

You'd be surprised how many times women have written to me about a picture I took of my dog behind the wheel of my Mercedes captioned:



"This is my dog Coal driving through a DUI checkpoint. Unfortunately the only license he has is around his neck!"

This picture has gotten more women to write me than any other one, including my main photo. This picture shows that I love my dog, that I have a nice car, that I'm clean and I take care of my things, and that I have a sense of humor. Those are qualities women are drawn to, and that one picture speaks volumes about who I am, and what it would be like to be with me.

Posting four to no more than ten pictures are the optimum. You don't want to make it look like you're trying too hard, even though you may be. You want to post pictures that will give them a reason to contact you.

TIPS AND GUIDELINES FOR TAKING PICTURES:

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1. The best time to take pictures is when you're feeling **good** and your mood is positive
2. Before you shoot, practice smiles, expressions, posture and body language in the mirror
3. The best time for outdoor photos is the beginning or end of the day
4. The sun or lighting should ideally be at the back of the person taking the picture
5. Know your best smile, best side and best angle
6. Relax your **jaw** when you smile, it comes across as more relaxed
7. Wear clothes that match your skin and hair (see chapter 2 – dress right for the occasion)
8. Take a shower or wash your face before taking pictures – you'll have a much fresher look.
9. You want to make sure your hair (of if you're bald) looks good as well.
10. Always tilt your head slightly up so you won't show a double chin
11. The camera should ideally be at **eye** level or slightly above.
12. Right before the camera clicks, **blink**, it encourages your eyes to be alert
13. Take some pictures looking into the camera or just above the lens as some studies show they rate higher.
14. Try taking some pictures looking away from the camera. Other studies show women are more attracted to those types of pictures. One explanation might be because some women think that looking into the camera makes you look needier and looking elsewhere makes you look like more of a rebel.
15. Put a little Vaseline on your teeth for an easier smile
16. Experiment with pictures from different **angles** and **lighting**
17. Take pictures of full body, waist up and shoulder up face shots.
18. Take pictures with formal and informal attire
19. Take a **hundred** or more digital pictures so you have many to choose from
20. Get in the habit of taking pictures of yourself wherever you go
21. Approach two attractive men or women and ask someone to take a picture of you between them while they are smiling at you.

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22. In any group picture, if you're going to use them for your profile, make sure you are the center of attention. The group photo is also best when you're the best looking.

23. Try taking a few “shallow pictures” where you are in focus and the background is blurred. You will appear much more attractive. [You can accomplish this 3 ways –](#) standing a distance from the background, using a wide aperture on the lens or using a long focal lens.

24. I saved this best tip for last – Take a video of yourself in several poses – in a variety of places – in fact, if you already have a great video of yourself doing something that you feel would contain a snapshot of your for your profile, play the video on your computer and stop it at the point where it shows your best snapshot. Take a screenshot of the picture, and voila – you have an awesome photo you can use – there are several free apps to take screen shots of whatever's on your computer, and there are also several free apps to crop and enhance it.

POSTING PICTURES:

1. Make sure any pictures you post are of **high** quality.
2. Post a few pictures of you doing things that your **partner** would want to be in
3. Only post photos that have the proper lighting, are in focus and are framed right.
4. If you are in a group photo, make sure you are the **focus** of the picture and you aren't upstaged by anyone else.
5. It's OK to crop group pictures, just make sure there aren't superfluous **hands**, arms or **legs** showing that don't belong to anyone in the picture – like your ex-wife or girlfriend.
6. It's recommended to post no more than **one** or **two** of your travels, hobbies, parties etc., but avoid posting any photos where you are not the main focus of the picture.
7. The last picture you post should be the most interesting one – the one that sets you apart from everyone else – the one that's a little **bizarre**. This is where you put the one that helps them to start a conversation.

YOUR MAIN PHOTO

1. This should be your **best** photo – the one that causes others to look at your profile

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2. Your main photo should be showing you wearing something **casual**. Here's where you want a mischievous grin or sensual smile. You don't want to appear too **serious** or with too big a **smile**.
3. It should be a photo from the **shoulders** up, well framed, well lit and in focus
4. You should have a **comfortable**, relaxed smile – not too big
5. Try to have **sexy** thoughts and get yourself aroused if possible before you take it
6. You don't want a photo where your **skin** is too shiny or where major blemishes show
7. Ask new friends from Leonardo's Love Lounge to help you select the best ones
8. Post your photos on www.ratemyphoto.com or www.hotornot.com for **objective** opinions on which ones are best.

THE REMAINING PHOTOS:

1. Your second, third and fourth photo can be a mix of **full body**, and **waist** up photos wearing formal or casual attire. Here's where you can add positive props in the back ground of these photos to show you in the best light.
2. Your fifth, sixth and seven can be of you with **friends** or family having a good time, showing you at work, play or travel. You can even show photos of your pets here – preferably with you playing with them where you are the focus of the picture.
3. You can add up to 10 photos, but any more than that might give the impression that you are trying too hard. Your profile will have more **intrigue** and appeal if you have fewer and better photos – it adds some mystery.
4. Your **last** photo should be the really wacky, mysterious or interesting one. This is the one where you want to put the one that causes them to want to start a conversation.
5. Obviously these tips are general guidelines, but in my experience this model would be the best place to start and give you the quickest optimum results.
6. You will want to **rotate** photos around from time to time and add a new picture every week or two seeing which ones play best – but any more than 10 is pushing it.

The Most Successful Online Dating Profile Photos Revealed

By eHarmony Staff

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What matters more than anything when it comes to your online dating profile? One word: Photos. Photos can drastically increase your chances of getting more communication and dates. Or not.

In fact, profiles with photos are *nine times more likely* to get communication. Use your photos as a primary tool to express who you are, what you love to do, where you love to go and what type of lifestyle you lead.

While we are on the subject of snapshots, a good photo can not only lead to love ... but be your ticket to world travel (literally!). We are hoping one of your amazing dating profile photos can be used for another benefit – as Shutterfly has just launched [The Secret Life of Walter Mitty Photo Experience](#). All you have to do is enter your favorite travel photo for a chance to win a globetrotting adventure. This was just too impressive of an opportunity not to share with you all!

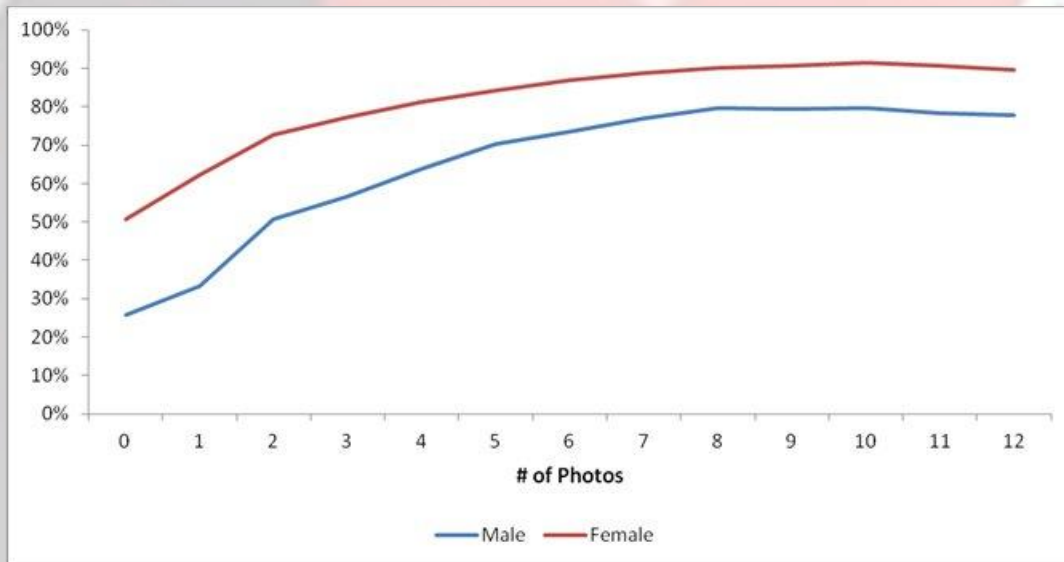
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OK, back to what we've learned about the most successful online dating photos from our research, data and matching teams:

The Amount Counts



We pulled stats to date from 2013, and people who uploaded 4 or more photos received the most inquiries (communication) from their matches. Interestingly, women tend to post more pics than men (at a ratio of 6.4 vs. 4.2). Men also reach out and initiate communication 67% of the time.

Medium Well

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Which *types* of photos receive the most interest? Landscape and 3x4 portrait sizes, according to eHarmony's matching team. A medium shot (like the girl in the backpack) is the optimum choice and gets the most action, as you can actually get a good sense of the person's body type (they aren't hiding anything) as opposed to an extreme close up shot, which gets very little interest from matches.

On the flip side...

Matches who received the least amount of communication were those who included a very narrow portrait photo, where it looked as if they had clearly cut out the person next to them. (The tacky factor here is high, along with the assumption that you have cropped out your ex!)

A very wide, far away shot also rated on the poor side of the communication spectrum. If your matches cannot get a good look at you ... you will likely be closed.

Want to completely kill any chances of success? Then upload blurry, poor quality or super small images. This seems like an obvious statement, but thousands of people upload pics like this.

To the Left

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A study out of Wake Forest University suggests that photos featuring the left side of the face are perceived by others as more pleasant when compared with pictures featuring the right side of the face (who knew!). Why? Because we present more emotion with the left side of the face. This is good news for those who may not have a great picture of their left side – simply make a quick edit so that it appears to be facing the other way. Open the file of your photo in Paint, then click on the “Rotate” drop down menu and choose “Flip Horizontal”. Voilà!

To Smile or not to Smile?

Another study (Tracy & Beall, 2011) looked at the gender differences in ratings of attractiveness of different emotion expressions. They had a group rate the attractiveness of images of the opposite sex that displayed happiness (smiling broadly), pride (head tilted up, expanded chest, and arms raised above head in fists), shame (head tilted down and narrowing chest), or a neutral look.

They found men and women differed in what they found most attractive. Women were most attracted to men displaying pride, and least attracted to those displaying happiness. Men were found to be most attracted to women displaying happiness, and least attracted to women displaying pride.

Their reasoning for the results? Women are most attracted to a man displaying pride because pride can be associated with higher levels of masculinity, which in turn show a man’s ability to provide and care for his family. Previous research has shown happiness is associated with low dominance and femininity, which can explain why men are attracted to women displaying

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happiness most. It can also be thought of as indicating receptivity, in that she may also be interested and pursuing this woman may actually lead to a deeper relationship.

As you can see, your dating profile photos deserve careful consideration and can influence your experience in extremely positive ways if you take advantage of the information. Knowledge is power!

In this lesson, I've shown you how to best create the absolutely most important part of your profile – and that's taking photographs - especially the main one , a main photo that will cause readers to click on your profile – without it, no one will ever bother to see what else you've spent all the time and money creating.

In the next lesson, I'm going to show you how to caption these photos, and you're not going to believe how a clever caption is one of the best ways to get others to write you.