

Meet A Mate Online

Master Internet Dating and meet your best love match available

Lesson 4 E-book

How to craft the creative and compelling headline



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Lesson 4

How to craft the creative and compelling headline

In this lesson, our goal is to create a profile that

1. Causes others to open your profile to see more about you
2. Causes online daters to be attracted and interested in you
3. Causes online daters to want to contact you

On the average, **8** out of 10 people will read your headline, but only two out of those 8 will go on to read your profile – so you can see exponentially how many people you’re missing out on if you don’t have a good headline

You want to create one that arouses curiosity with intrigue or humor, make a **promise**, or ask a **question** to draw readers to your profile. Not having a good one shows lack of creativity and interest and laziness.

It will be the **second** thing most daters will look at after the picture and your username – so it’s really important to make it stand out.

You want to create one that is daring and different. Do you know how many daters are out there vying for attention? I’m guessing that 90% of them are blowing a great opportunity to grab someone’s attention – and make them want to dig deeper.

One of the first things you notice when you look at a profile is the **main picture**, then the **headline** to decide whether or not we’re going to open the profile. Having a good one will compel us to look further, or just roll our eyes and move on to the next one. One right or wrong word can make the difference between missing out on your soul mate who decided not to click on your profile. Mark Twain said the difference between the right word and the almost right word is “the difference between lightning and a lightning bug.”

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A great headline is a onetime quick opportunity to show a little flair and highlight something interesting about who you are or what your personality is like. It can show whether your witty, poetic, funny, philosophical or just plain crazy. It also serves to attract someone who might have the same interest or profession.

The right headline can also help you to select the right **audience**. If you have a high desirability factor and you're already getting too many inquiries, the more targeted you should make your headline. However, if you're not getting enough responses, then the more broader a headline you should use.

It's also a good idea to create a catchy headline first, because when you create your profile bio, you'll want to be in synch with it – but we'll get into that in a later lesson.

Here are a few good tips to follow for the right headline that suits you best:

- Don't try too hard to be **creative**. Just make it short, sweet, catchy, and to the point.
- The headline should match the type of **personality** displayed in your dating profile.
- If you are able to incorporate **humor**, you get bonus points.
- Don't use any profanities or brag about something you don't have.
- One of the greatest dating headline writing tip is to include a 'question' in your headline by writing 'You'. It assures to make a personal contact with the reader, it will make them want to view their profile because it arouses curiosity to make them want to contact you.
- Do not use **Clichés** - If you browse through the net, you will discover the excessive use of headlines that are clichéd. Use worn clichés and you're sure to get passed over.
- Try a Quote - Using a **quote** from a book, poem, or movie is a very impressive, and a smart move. They evoke a reaction from the reader. If someone tends to like the same quote as yours, it will strike an instant chord. The quote should reflect your personality, and at the same time, be catchy.
- Citing Characters from Books, Movies, or Cartoons If you someone who is trendy and/or smart, then use your favorite characters smartly in your headline. You can also show your creative side by coming up with a unique headline with your favorite

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character name. Here are two examples: 'Guy seeking his Salma Hayek, or 'Popeye seeks his Olive'.

Here are a few examples some of a few personal favorites that I've seen – you can use them or modify them to match your own personality and profile:

- Willing to lie about how we met!

“The funniest guy I've ever met!” says the NY Times

“The best date of the year!” says Match.com

The first original dating profile you'll read

“Joe is truly a man's man” says George Clooney

Where's “Clever Opening Lines for Dummies” When You Need It?

Ok, I'm here. Now what are your other two wishes?

Willing to share the remote!

Cute?... Yes!! Sexy?... Yes!! Smart?... Yes!! Rich?... Well 3 of 4 is a good start!

Want to meet a guy whose IQ is bigger than his shoe size!

I'm the best singer in my car and shower!

You can't ALL be the one I'm looking for

Without me, it's just aweso

Looking to write a new chapter in my book of life.

Bright spark looking to ignite shared paths.

Just like a new job, I offer excellent benefits.

If I can't have access to your heart, how about your refrigerator?

Any good e-mails out there?

Guaranteed more fun than your ex!

I wear socks that match AND I love my mom...

We'll Just Lie & Say We Met At The Library...

Match.com recently put together a list of the 50 most popular headlines members clicked on most, but I'm guessing they didn't take the main picture into account:

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Top 25 women's headlines

1. Exceptional Only Need Apply...Read Carefully Please
2. Are you open to a wonderful possibility?
3. Sexy, Sweet, and Sharp!
4. Brown-eyed-girl seeks an athletic man of comedy
5. Looking for laughs, fun, sun and a little romance in between...
6. Going fishing in a different pond...
7. There are two types of guys on Match (or whatever site you're on)
8. Hoping to Meet A Chicago Bachelor
9. The Best way to snag a sexy guy
10. Do you have my glass slipper?
11. The Whole Package.
12. Cute — Fun — Athletic — and Intelligent?
13. I'm looking for normal...
14. Hot Latina Burns for you...
15. Three things I've never told anyone...
16. Strength of mind...
17. Jeanstoformal
18. Run, bike, swim, hike
19. Honest gentlemen, please
20. I'm not the kind of girl people think I am when they first see me.

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21. Girl Next Door *

22. This is why I'm 3 times more fun than your ex -

23. If I'm the Girl Next Door, I Hate to Think about What the Rest of the Neighborhood is Like...

24. This is why I delete your e-mails

25. Fun, cute, outgoing international girl looking for someone new to get to know

Top 25 men's headlines

1. Only SINGLE ladies only, please! Separated don't cut it

2. Ivy League lawyer seeking life partner

3. Never Settle for Second Place

4. Hey you...yes you...c'mere...check this out

5. Those that follow have views that never changes

6. New Beginning

7. Cutie at SMU

8. The Whole Package!!!!!!!!!!!!!! Very Attractive (GQ type/Pretty boy) Intelligent seeks same

9. Single by circumstance or intent?

10. BEEN THERE DONE THAT? ME TOO

11. CLOSER NOW — TALL, BLUE EYES, FIT & FUN

12. Tall Funny Family Man

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13. Southern gent seeks woman comfortable in any venue
14. Looking To Meet New People
15. A very caring man with humor, looks and brains all that could be wanted and more...
16. Is there someone out there for me
17. Whatever...open for convincing
18. To be continued.....
19. Looking for Sexy & Stable — Is That Too Much To Ask For?
20. Funny, Adventurous and Genuine
21. Diamond in the Rough
22. VERY NORMAL
23. Seeking partner in crime
24. Write Me! I hardly ever bite!
25. Normal, fun, available

If you want more, Google your favorite comedians or authors for quotations, and I'm sure you'll find plenty more to your liking.

In this lesson I've given you the reasons why your headline is so important, and some tips and examples on how to create one that will give more readers to click on your profile so you can start a conversation.

In the next lesson, I'm going to show you how to create a magnificent, magnetic and mysterious bio that's just like the movie trailers that make it so you can't wait to see the whole movie. It's a step by step process that ultimately leads you to meeting and falling in love your best match available.