

# Meet A Mate Online

How to master internet dating to meet the love of your life

## Lesson 4 Worksheet

How to Craft the Creative and Compelling Headline



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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

## The Headline

On the average, \_\_\_\_\_ out of 10 people will read your headline, but only two out of those 8 will go on to read your profile.

You want to create one that arouses curiosity with intrigue or humor, make a \_\_\_\_\_, or ask a \_\_\_\_\_ to draw readers to your profile.

It will be the \_\_\_\_\_ thing most daters will look at after the picture and your username.

One of the first things you notice when you look at a profile is the \_\_\_\_\_.

Next is the \_\_\_\_\_.

The right headline can also help you to select the right \_\_\_\_\_.

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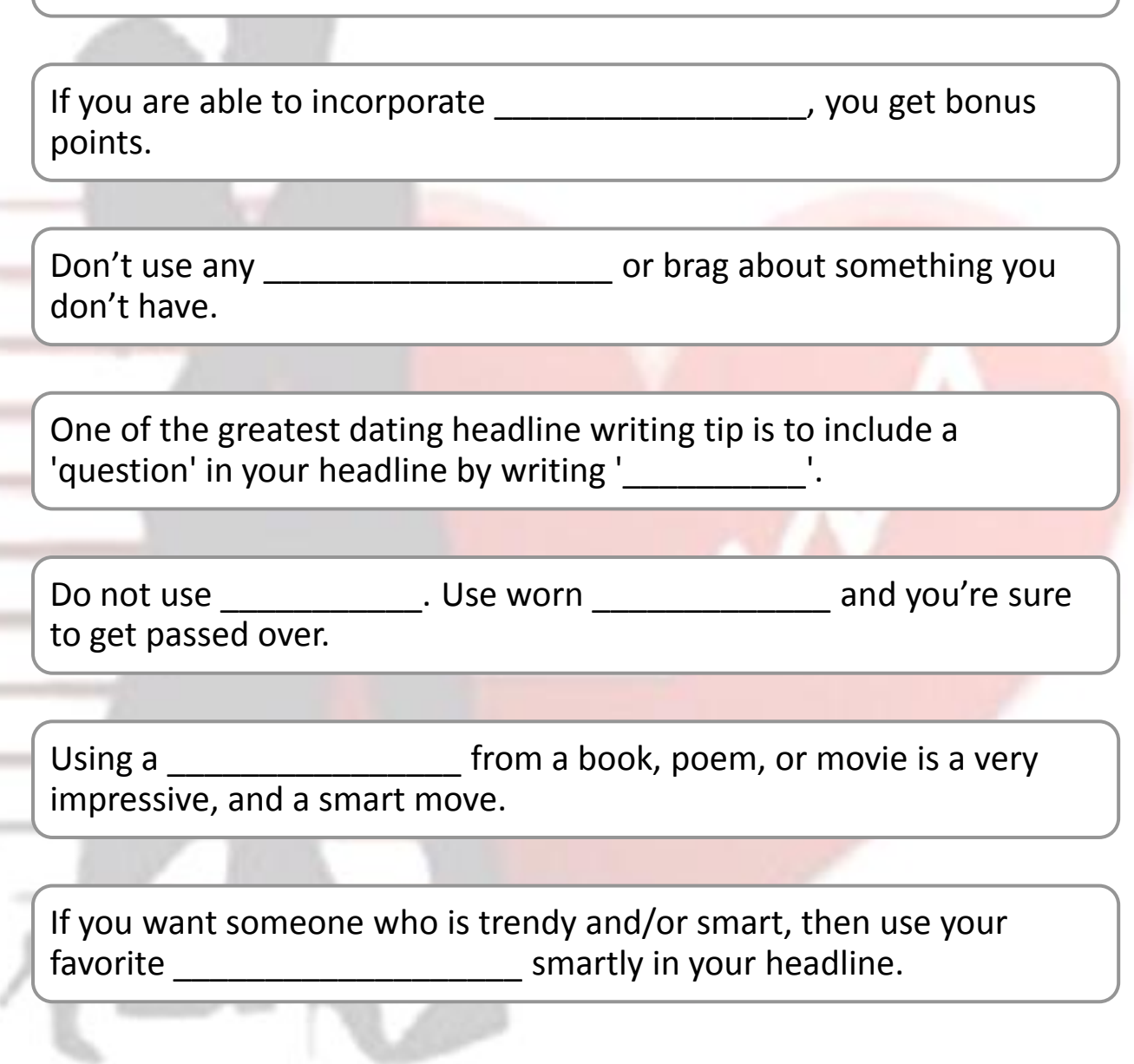
## Tips for a great main photo

Don't try too hard to be \_\_\_\_\_. Just make it short, sweet, catchy, and to the point.

The headline should match the type of \_\_\_\_\_ displayed in your dating profile.

If you are able to incorporate \_\_\_\_\_, you get bonus points.

Don't use any \_\_\_\_\_ 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 '\_\_\_\_\_'.  


Do not use \_\_\_\_\_. Use worn \_\_\_\_\_ and you're sure to get passed over.

Using a \_\_\_\_\_ from a book, poem, or movie is a very impressive, and a smart move.

If you want someone who is trendy and/or smart, then use your favorite \_\_\_\_\_ smartly in your headline.

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Here are a few examples of some personal favorites:

- 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?

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- 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:

## 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?

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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.
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

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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
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

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22. VERY NORMAL

23. Seeking partner in crime

24. Write Me! I hardly ever bite!

25. Normal, fun, available

Additional Notes Below

