HOW TO IMPROVE YOUR ONLINE DATING PROFILE AND GET MORE MATCHES
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We've been running hundreds of tests, some of them including a few select top clients, and we've been pouring over all the data and research that's out there about how to match with more women online who might actually be a good fit for you.

Some of the things we've learned about getting more matches have been obvious and some have been surprising...

Either way, here's ONE tip that seems obvious now but caught me off guard because I used to make this mistake with my own online dating profiles:

**DON'T USE "SELFIES" FOR ANY OF YOUR PHOTOS...**

Instead, set your phone/camera on a tripod or flat surface and use the timer to take a more "natural" photo of yourself or have someone else take your picture.

The same exact pose is *much* more attractive to a woman flipping through your photos if it's not a selfie.

Strange?

Maybe.

True?

100%

This one tip alone will get you more matches for sure.

And, because I always aim to over-deliver, here are a few more tips that will get you more matches online:

1. **Get a professional headshot taken and use it as your main photo...**

I'm not talking about one you get for work; I'm talking about one that features your face prominently and that's taken by a professional photographer.
Like one you would use to audition for a movie role.

According to data from the largest online dating companies, having a professional headshot as your main photo caused the biggest increase in females matching with males by far.

So, if you really want more matches, go get one done and post it.

2. Don’t use any blurry photos...

This is one of the biggest turnoffs that causes women to "swipe left" on you immediately.

3. Smile with your eyes, NOT your mouth in at least most of your photos.

Women are more attracted to photos of men who are NOT smiling than ones who have giant grins.

That's interesting because men are more attracted to women who ARE smiling in their photos...

However, you also don't want to look like a sociopathic mass murderer, so smile with your eyes (see examples below).

4. If you have a pet, include one photo of you with your pet...

Especially if you have a dog...

5. Include one photo of you doing an outdoor activity...

Could be just a travel photo, you on top of a mountain after a hike, a skiing photo, golf photo, or you playing football photo.

Women seem to be drawn to photos of men moving around outside. =)

And, if you love to stay home and read and HATE doing stuff outside, include a photo of you reading a book at a cool-looking cafe (a book that you can have a conversation with her about) or something like that instead.

6. Don’t use photos that include other people...

Especially if it includes another woman/other women.

First of all, nothing’s more annoying than trying to figure out which person in a photo is you.

It lowers your perceived value right away.
Secondly, yes, preselection is attractive to women...

If a woman thinks other women are attracted to you, there’s a higher chance that she’ll be attracted to you as well.

And, yes, it's a good thing if you love your sister, mom, or female cousin.

But when you include a picture of you with other women in your online dating profile, it actually works against you.

Because even if the other girl IS your sister, she'll assume you're dating her or did date her.

She'll CONSCIOUSLY think that you're a "player," that you're not over your ex yet, or that you're a guy who's trying too hard to show that women approve of you.

Or that you’re just not aware that a photo like that isn’t a good move.

And all of those things can cause her to move on immediately when she's checking out your profile.

Listen, preselection works the best when it’s under the radar; in other words, when she notices that other women are attracted to you on her own, NOT when you tell her directly...

So, when you make it really stark like that, it tends to turn women off.

The exceptions to this are:

1. When you're a celebrity who's main persona IS being a "playboy" type like Dan Bilzerian or Hugh Heffner if he had an Instagram account back in the day.

2. If you use a photo with you and a female but you cut her out of the photo and only show a very small part of her (like just a little bit of her hair is showing), etc.

The best advice is to have NONE of these photos because the data shows you'll get more matches if you DON'T have any other people (especially women) in your photos...

However, you can have ONE if it's NOT your main photo, it's really obvious which one you are, and you know exactly what you're doing with it.

And the same thing goes for kids - don't include them in your photos because she'll assume they're yours even if they're your cousins.
7. Include one photo of you wearing sunglasses...

For some reason, women are attracted to photos of men wearing sunglasses (as long as they look cool) and match with them more often.

On the other hand, DO NOT wear a hat in any of your photos.

So there you go...

Each of these tips has been proven to get you more matches than you would otherwise.

So try them out this weekend, get some good matches, take it from there, and then let us know how it goes...

And, one more thing you can do if you want is to get feedback on your photos so you can choose the ones that make you look best by using a free photo feedback tool like:

**PhotoFeeler**

PhotoFeeler lets other people rank your photos for the qualities you specify so you'll actually know which photos of you look good to other people (and which ones don't) and that can really help you take your profile(s) to the next level.

***Also, see below for EXAMPLES of good and bad online dating profile photos***

Cheers!

Jim
Here are some examples that illustrate the online dating profile tips above:

In this comparison, notice that the guy on the LEFT includes another guy in his photo, it's blurry, and he's smiling...

Then, notice how the guy on the right is by himself, the photo is clear, and he's NOT smiling.

A woman will choose the guy on the right every time.

NEXT:
Notice how each of these guys is NOT smiling...
Or, they're smiling with their EYES, not their mouth/teeth.
Also, notice how each of these photos are NOT selfies even though they show a close-up of the guys' face.
These are all EXCELLENT online dating profile photos even though each guy has his own unique "style."

NEXT:
This is an EXCELLENT photo with sunglasses...
And, he doesn't have a huge grin on his face and it doesn't seem like a selfie.

NEXT:
The first two photos are AWESOME because they include a guy who:

1. Shows himself with his dog...

AND

2. Is NOT smiling with his mouth/teeth...

Perfect that smirk my friend (^copy these guys).

And, the last photo is great because it includes a guy who:

1. Shows himself with his dog...

AND

2. Is wearing sunglasses...

He gets away with it here, but this photo would be even better if he was *smirking* (see the first two photos) instead of smiling.

NEXT:
What's wrong with these photos?

Yep, all of these guys are smiling too much.

The first two are clear photos that show a close-up of the guy's face and they're not selfies, which is a good thing...

Change the smile to a smirk and you're good to go.

The last (small) image is too blurry, it includes another person, AND he's smiling too hard.

Make sense?

Great.

LAST ONE:
Okay, so this guy has a HUGE, open-mouthed smile (by the way, an open-mouth smile like this is actually better than a closed-mouth smile just showing teeth in photos and in real life)...

And yes, maybe it could be improved if he was smirking instead.

However, it SHOWS him doing an outdoor activity.

And this photo is NOT a selfie.

Also, his smile is one of pure enjoyment, not seeking approval etc. and he's looking AWAY from the camera so it's not as "cheesy."

So, if he's smirking in his MAIN (professional headshot) photo and this is his third or fourth photo, it's great.

Remember: You can smile in some of your photos if they meet several other criteria.

Just always remember that women match MUCH more often with guys who are NOT smiling in their photos.

And they also match more often with guys who include a photo of themselves doing an outdoor activity like this (also: great close-up of the guy doing the activity in this one!!! Much better than a "far away" photo).

Now go put these tips to work and let us know about your experiences.