

A man and a woman are shown in profile, looking out over a cityscape. The man is in the foreground, wearing a dark sweater, and the woman is behind him, also wearing a dark sweater. They are both looking towards the left. The background is a blurred cityscape with buildings and a hazy sky.

# Perfect Dating Profile Creation Guide



ParagonDating

# Table of Contents

The ParagonDating Approach .....	2
The 70/30 Profile Rule .....	3
Target Demographics .....	3
Critical Rules for Writing Attractive Profiles .....	4
Proven Profile Writing Formula to Create Attractive Profiles .....	5
Exercises To Make Profile Writing Easy Across All Platforms .....	6
Writing Your Profile - Topics to Include In Your Profile .....	8
Eye Catching Hook.....	8
Your Occupation .....	8
Your Hobbies, Interests, and Accomplishments .....	8
Travel Experiences.....	9
Focus on Your Matches.....	9
Bonus Tip- Include Your Childhood In a Funny Way.....	10
Using Instagram To Improve Your Online Dating Results .....	10
Instagram Bio .....	10
Instagram Followers .....	11
Instagram Pictures.....	11
Attractive Profile Examples That You Can Copy and Paste .....	12
1. Bumble Example .....	12
2. Tinder Example .....	12
3. Hinge Example .....	13
4. Match.com Example .....	13
The ParagonDating Advantage.....	14

## The ParagonDating Approach

ParagonDating deploys a team of dating experts to manage your online dating apps to match you with high quality women and meet them in person on dates.

Online dating is highly competitive, and we are here to provide you an advantage by creating attractive profiles, sending engaging messages, and scheduling and dates for you.

With our testing approach to online dating, we are able to apply our best results to your online profiles and messages, so you do not have to.

Do you want a team of experts in your corner constantly setting you up with high quality dates? Sign up, select your desired plan, and we will start managing your dating profiles today!

[Hire Online Dating Experts](#)

# The 70/30 Profile Rule

While online dating platforms are highly saturated with guys looking to meet women, there is one rule that most men do not follow that can separate your profile from the rest: **The 70/30 Rule.**

Most guys focus solely on describing themselves in their profile, and completely disregard the fact that an endless pool of women are going to see their profile and not understand what that guy wants.

The 70/30 rule is a simple structure that should be applied to every dating profile; 70% of what you include in your profile should focus entirely on you and your appealing traits, as explained in the rest of this guide, while 30% of your profile should be targeted to potential matches viewing your profile. This means 30% of your profile should describe you in an interesting way, what you are looking for, and, ideally, includes a suggestion to swipe right and/or an easy question to make it easy for your matches to open the conversation.

## **Tinder Profile Example:**

I'm a payment solutions specialist and an entrepreneur.

On the side, I'm a semi-unprofessional ice cream appraiser.

Basically: a dream come true. Plus I'm not scared to tell you those three little words you've been waiting to hear... 'Let's get sushi.'

"Your turn: dancing, hitting the gym, or aggressive yoga marathons?"

# Target Demographics

When creating dating profiles and choosing which dating apps to use, men typically make the mistake of not adjusting their profiles based on the target demographic they are hoping to date. Profiles that are optimized and attractive for women in their 20's will differ from profiles that are tailored to women in their 30's or 40's. When writing your dating profiles, you should consider who you are targeting and what would be appropriate to attract them to your profile and respond to your messages.

Humorous, witty, and more casual profile descriptions should be used when your target demographic is women in their 20's. If you have serious relationship goals, these can be discussed once you go on dates with your matches, but you should focus on writing about yourself in a humorous and interesting way on your dating profiles and display yourself with a more 'down to earth' tone.

For women over the age of 30 that are looking for a more serious relationship, you should align your profile descriptions accordingly: focus less on the humor and more on what it is you want in a relationship. No matter the age, always remember the golden 70/30 rule!

# Critical Rules for Writing Attractive Profiles

ParagonDating has conducted extensive research and experiments on major dating apps to determine what works best when attracting high quality women. Based on the amazing results we've received from our real-life tests , we have developed a list of rules that should be applied when creating your dating profiles on any dating platform.

## 1. **Keep Your Descriptions Short and Sweet.**

Your potential matches do not want to read a novel. Remember, you are one of thousands of profiles that your potential match will be reading through , so they will not want to spend a large amount of time on one profile. To avoid a wordy profile, encapsulate your most attractive qualities within to the point descriptions.

## 2. **Bad Grammar Kills Your Profile**

Grammar mistakes can completely derail your chances with potential matches. According to [multiple studies](#), poor grammar has been proven to give off immediate signals of sloppiness, lack of care, and the lack of an education. . This becomes an immediate turn off for matches, and your profile will be skipped most of the time. Before posting your online profile, spell check your written descriptions. Before posting, we recommend having a friend review your profile one last time for any grammar or spelling mistakes. .

## 3. **Show, Don't Tell.**

When describing yourself in your dating profiles, it is important that you demonstrate attractive qualities, rather than listing them out. Writing "I enjoy working out a few times a week" or that you're "professionally focused" does not help your potential matches understand the attractive traits you have or the hobbies you enjoy. Instead, you should demonstrate your personality and interests with specific examples:

### **Bumble Profile Example:**

"I'm in banking, have my own Netflix password, and enjoy exploring places like Jamaica and the Cayman Islands."

"I'm a sales specialist. I stay active with basketball and CrossFit, and I run my own online business on the side"

## 4. **Use Power Words and Portray Attractive Traits**

Your profile should consist of a combination of attractive qualities that you exhibit by providing specific examples. While writing these examples, keep in mind what traits have been proven to be attractive to women, and what words to use when writing these examples within your profile. [Wired Magazine](#) analyzed data from the most attractive profiles on Match.com and

OkCupid. They curated the most attractive words used on their most popular profiles on each respective platform. Consider using some of these words when providing your examples:

SURFING	NIGHT	CHOCOLATE
YOGA	DEDICATION	FLYING
SKIING	PLANNING	PUPPIES
THE OCEAN	LEADING	PASSION
LIVE MUSIC	CONFIDENCE	BOOKS
MORNINGS	NON-FICTION	STARS
LONDON	HIKING	FOCUSING
AMPED	MEDITATION	ATHLETE

While writing your profile descriptions, it is advantageous to display specific traits that women find attractive. Below are a few themes that should be demonstrated:

- **Loyalty**
- **Courage and taking necessary risks**
- **Romantic**
  - The dating site [PlentyofFish](#) examined over 1.2 million profiles and concluded that people who used the word “love” in their descriptions were the most successful when engaging into committed relationships. Men also benefit from using words such as “heart”, “romantic”, and “relationship”
- **Confident**
- **Maturity/Independence**
- **Resources**

Whether it’s describing your obsession for wine, stating that you enjoy surfing on your weekends, or work as a trader on Wall Street, keep in mind the above themes and ensure that your examples portray the attractive qualities that will catch the attention of potential matches. You do not have to be the most interesting man in the world, but you should describe your qualities, occupation, and hobbies in an interesting way and feed in the above themes when writing your descriptions.

## Proven Profile Writing Formula to Create Attractive Profiles

After writing a tremendous amount of successful dating profiles, the ParagonDating dating experts have conducted a formula when writing attractive profiles. Apply the following structure to your profiles, and we guarantee that you will see improvements in your online dating results!

- ✓ Hook with a personal story or anecdote
- ✓ Describe your occupation in an exciting or interesting way
- ✓ Describe hobbies/interests/side hustles in an interesting way
- ✓ Describe your travel experience or locations you hope to visit
- ✓ Explain what you are looking for and ask questions

## Exercises To Make Profile Writing Easy Across All Platforms

Writing profile descriptions can be very time consuming and there are a lot of aspects of creating an attractive profile that many men often forget. Below are some exercises to help you organize your content while applying the above profile formula. Having an organized set of topics to include in your profile is highly recommend to successfully create your profile as well as to keep track of your content while you test variations on each respective platform.

### 1. Exercise #1: Describe your occupation in an interesting way

- Create a list of benefits of your occupation.
- When creating your list, focus on the interesting and exciting aspects of your job.
- Write 5 short specific examples of what you do for a living in a humorous or passionate way.
- Remember, you are not writing a resume. One well carefully crafted line will get the job done.

#### Occupation Description Examples:

“For work, I travel to far away exotic lands while saving the world, by processing one payment at a time”

“I craft beautiful Fortune 500 websites by day, and fight crime by night”

### 2. Exercise #2: Describe your hobbies/interests/side hustles in an interesting way

- Create a list of all your hobbies and accomplishments..
- Create a list of any major goals that you hope to accomplish in both the short term and the long term of your career/lifestyle.
- Write 5 specific examples of your hobbies and/or accomplishments in a humorous or passionate way.
- Write 5 specific examples of your short term/long term goals/ambitions in an exciting way.
- Keep your examples light and introduce humor.

**Hobbies/Accomplishments Description Examples:**

“When I’m not on a golf course and listening to Jimmy Buffet, you can catch me hiking or reading the various non-fiction books on the weekend”

“Once I shut down the work laptop, I’m a frequent concert attendee, semi-professional base guitarist, and an aspiring movie critic”

**3. Exercise #3: Describe Travel Experience/Goals**

- Create a list of locations you have traveled to. If possible, focus on locations that aren’t cliché, like NYC or Los Angeles, as you want your travel experience to stand out from the crowd.
- Create a list of locations you hope to travel to in the next year. Don’t have any? Google some interesting locations to travel and include this in your description.
- Write 1 specific experience you had while traveling to each location. Keep each story to one sentence each so that your potential match has something interesting to ask you upon messaging.
- Write an interesting reason for each location you hope to travel to in the next year.

**Travel Experience/Goals Examples:**

“Currently planning a trip to Japan, as I’m deeply intrigued by the unorthodox approach to design.

Want to climb Hiroshima and drink Japanese beer? Message me 😊”

# Writing Your Profile - Topics to Include In Your Profile

## Eye Catching Hook

When writing your dating profile, you want to create a hook by using an interesting personal story. Your hook is meant to be lighthearted and attention grabbing, so using exaggeration and funny statements is highly encouraged.

### **Tinder Hook Example**

Unemployed. Looking for a sugar momma. Talks endlessly about “the one that got away.”

I kid. I’m in banking, have my own Netflix password, and enjoy exploring places like Jamaica and the Cayman Islands”

### **Match Hook Example**

“By now you’ve probably read countless profiles and they all send a similar message: ‘Hi, I love to laugh and have adventures. I’m smart and nice, and oh, I also like dogs.’ Snooze. On to the next one...

Hopefully, this is a refreshing break from cookie cutter profiles. Here’s what you “need to know” about me: “

## Your Occupation

To avoid sounding boring when writing about your occupation, focus on the underlying exciting aspects of your job. A short statement on your job and why you enjoy it is more than enough.

### **Match Occupation Example**

“Monday through Friday, I run my own business putting together payment solutions for large corporations and travel internationally frequently. I could go on, but let’s save something for us to talk about when we grab a drink. :-)”

## Your Hobbies, Interests, and Accomplishments

Remember: Show, Don’t Tell. You want to focus on the underlying benefits of your hobbies and keep in mind why they could benefit your matches. Whether it’s a hike through mountains that a match could join with you, enjoying a Sunday morning at a dog park with your furry friend, or partaking in fine wine at your favorite beach spot, any hobby is an activity that could attract your readers.

### **Match Hobbies/Interest Example**

“Outside of work, I enjoy surfing at my favorite beaches. I take my nephews and nieces go-karting and out to see soccer games. Friends and I will go out and catch a stand-up comedy show. And when I can, I head to the gym for CrossFit or a pickup basketball game”

## Travel Experiences

It is highly recommended to include past travel experiences or include future travel plans. It is also helpful to share interesting and funny experiences you’ve had while traveling in your profile.

### **Tinder Travel Experience Example**

“Whether practicing Spanish by ordering cocktails in South America or accidentally getting stuck in the Tube for a day in London, I love traveling frequently. Want to join in the fun? Message me!”

## Focus on Your Matches

30% of your profiles should focus on your potential matches. You can describe what you are looking for directly in your profile and provide your matches questions to help them open the conversation.

When describing what you are looking for, you should keep it simple and include only a few sentences. Avoid cliché statements and be careful to not limit your matches by describing very specific attributes ( We understand that you might prefer blondes, but don’t alienate a high quality brunette by saying “Looking for a blonde angel to help conquer the world with me”).

### **Match About Me Example**

“If you’re the kind of woman I’m looking for, well... let’s just say driven is sexy in my book. You’ve got a stellar sense of humor. And while you don’t have to be an Olympic-caliber marathon runner to win my heart, being energetic and active wouldn’t hurt  
  
If that sounds like you, message me and let’s take it from there.”

At the end of your profile description, include specific questions to provide easy ice breakers for your matches to message you first. You can even suggest swiping right on your profile to learn more about you.

### Examples of Questions To Ask Potential Matches

“Your turn: dancing, hitting the gym, or aggressive yoga marathons?”

“Trophy boyfriends generally won’t be around forever. So, swipe right as a matter of urgency. 😊”

“What’s your talent? Tell me yours, and I’ll tell you mine...”

### Bonus Tip- Include Your Childhood In a Funny Way

We have learned during our profile testing that including your childhood dreams or funny experiences from childhood and how they have helped you in real life does very well with potential matches.

### Tinder About Me Example

“I spent my formative years studying the arts- finger painting, couch forts, and etch-a-sketch. Once I learned to count to ten, things really started looking up... Now I’m a sales specialist. I stay active with basketball and CrossFit, and I run my own business on the side”

“On a scale from Marie Kondo to Fyre Festival, how put together is your life right now?”

## Using Instagram To Improve Your Online Dating Results

Instagram can be used as an extension of your dating profiles and serves as a great platform to communicate with potential matches. While we do not cover how to find matches and conduct online dating on Instagram in this guide, we do encourage you to consider how your Instagram profile can be used to enhance your dating profiles. Since Tinder and Bumble allows for integration and linking with your Instagram profile, we recommend structuring your IG profile to strengthen your chances to match with high quality women. Most potential matches will view your Instagram photos and profile if it is linked to your Tinder and Bumble accounts.

Check out below for some advice that will enhance your social media profile:

### Instagram Bio

Before updating your IG profile, make sure it is set to public. This will ensure that your potential matches will view your profile without having to wait for your permission.

When writing your Instagram bio, use the profile writing formula listed earlier in the guide. While you do not need to specifically call out anything dating related on your Instagram bio, it is a great opportunity to list your occupation, hobbies, accomplishments, and travel experiences.

- **Tag Line:** Similar to your dating profiles, you will want to include a humorous eye-catching tagline first. Keep it light and engaging.
- **Location:** Call out your location or the nearest major city so your matches know where you live and are open to going on dates in that location.
- **Occupation:** Write what you do for a living.
- **Hobbies/Attractive Activities/Accomplishments:** In one to two lines, write about your favorite hobbies. Mention what you do to stay active, or weekend activities you enjoy. . If you have any worthy attractive accomplishments to mention, this is a great place to include them.

### Instagram Followers

As you can imagine, having a large number of followers is attractive when potential matches view your profile. We understand that not everybody has time to become an Instagram Influencer, so here is a great exercise to increase your followers quickly:

- Identify the Instagram pages of the most popular locations and attractions in your respective city with an emphasis on locations where dates can take place (Restaurants, bars, clubs, museums, etc.).
  - Note: Instagram allows you search by Places to make this even easier.
- Start following profiles that follow these locations, with an emphasis on women that you are interested in.
  - Note: After doing this, you will start to see an uptick in profiles that follow you back, and ideally a segment of those profiles will be of potential matches. .

As your following grows, not only will potential matches on Tinder and Bumble appreciate your larger following, but you will also have increased the opportunity to meet potential matches via Instagram as well.

### Instagram Pictures

When you link your Instagram to Bumble and Tinder, those apps will automatically pull your most recent Instagram photos to your dating profiles. When posting pictures to Instagram, you should ensure that they accomplish the follow:

- Display your interests and hobbies in an attractive way
- Demonstrate your goals and ambitions
- Demonstrate your travel experiences
- Demonstrate social value
- Demonstrate your fun and loving side (animal photos are great)

## Attractive Profile Examples That You Can Copy and Paste

### 1. Bumble Example

#### **Bumble Profile Example**

##### **About Me**

Fitness trainer. Aspiring wine steward. Semi-professional brunch critic.”

When I’m not training for competition, you can find me with my black lab Rocky at dog beaches or enjoying cocktails at the best spots in town.

Love to travel frequently. What are your favorite travel spots?

##### **Move Makers Examples For Bumble**

- **Beach or mountains...**
  - A tropical beach. Hear that? It’s the Caribbean calling our names... 🌊
- **The world would be a better place with more...**
  - Stand-up comedy. I’m not saying we get rid of hospitals, but laughter really is the best medicine, right? 😊
- **After work you can find me...**
  - At the gym, or out on the town trying out new cuisines.

### 2. Tinder Example

#### **Tinder About Me Example**

Job Title: Entrepreneur

“Unemployed. Looking for a sugar momma. Talks endlessly about “the one that got away.”

I kid. I’m in finance, have my own Netflix password, and enjoy exploring places like Jamaica and the Cayman Islands.

What’s your talent? Tell me yours, and I’ll tell you mine...”

### 3. Hinge Example

#### **Hinge Prompts Example**

##### **I know the best spot in town for (150 character limit)**

Getting cocktails and watching the sunset. 🍹

##### **A Shower Thought I recently had (150 character limit)**

Horses are colorblind, so, logically, unicorns can't see rainbows.



##### **Worst idea I've ever had (150 character limit)**

Mayonnaise flavored Cheerios. Patent pending. 😏

### 4. Match.com Example

#### **Match.Com Summary Example**

By now you've probably read countless profiles and they all send a similar message: 'Hi, I love to laugh and have adventures. I'm smart and nice, and oh, I also like dogs.' Snooze. On to the next one...

Hopefully, this is a refreshing break from cookie cutter profiles. Here's what you "need to know" about me:

1. I'm an entrepreneur.
2. Every few months I explore a faraway place, like Jamaica or the Cayman Islands.
3. Ranked #6 in the world in IKEA coffee table assembly...no instructions required. ;-)

Keep reading, by all means, but what more do you need to know?

Monday through Friday, I run my own business putting together payment solutions for large corporations. I could go on, but let's save something for us to talk about when we grab a drink. :-)

Outside of work, I like to go to the beach. I take my nephews and nieces go-karting and out to see soccer games. Friends and I will go out and catch a stand-up comedy show. And when I can, I head to the gym for CrossFit or a pickup basketball game.

If you're the kind of woman I'm looking for, well... let's just say driven is sexy in my book. You've got a stellar sense of humor. And while you don't have to be an Olympic-caliber marathon runner to win my heart, being energetic and active wouldn't hurt.

If that sounds like you, message me and let's take it from there.

## The ParagonDating Advantage

As you can see, the online dating landscape is extremely competitive and writing an attractive profile can be very time consuming. To optimize results, your profile needs to implement best practices and should be consistently managed to ensure you receive the best results as quickly as possible. ParagonDating is here to make this process as seamless as possible for you!

From profile creation to messaging matches and arranging dates for you, ParagonDating is your one stop shop for optimizing your online dating results. Are you ready to meet high quality women and ultimately leave online dating forever? Hire ParagonDating Today!

[Hire Online Dating Experts](#)