

## Special Report: The 7 Dumbest Online Dating Mistakes and How to Avoid Them

**Single Solution** is one of the UK's most successful online dating services. Over the last six years we've noticed that there are people who seem to *magically* have a lot more success on *Single Solution* than others.

In fact we receive loads of emails each week thanking us ... telling us they've met someone through our site so we know *Single Solution* is an incredibly effective way for you to meet people.

Then there are people who tell us they are not getting any results at all.

**So what's going on? We keep looking very closely at the profiles that work ... and then at those that don't.** Here's what we found. **In almost every case it comes down to doing some very basic things ... wrong.**

This report focuses on some the **dumbest mistakes** you can make ... that will literally drive traffic away from your profile. And what works. So if you're ready ... let's go.

OK. Listen to this. Online daters look at your photo first ... and then make an instant decision about whether to contact you or not. So the first dumb mistake is ...

### Dumb Mistake 1: Using a Terrible Photo

Photos are there to make you look fun and interesting. They also help people feel more comfortable with you. If you look like someone worth getting to know then you'll have much more success.

But, firstly, here are some really bad photos that **DON'T WORK!**

#### Blurry Out of Focus



'I'm very beautiful but you'd never know from this picture.'

**Dumb! Read our JPEG specs.**

#### My Passport Shot



**Bad mistake. Please don't look like UK's Most Wanted.**

#### Mobile photo in a mirror



'Err ... hang on ... err ... one second ...got it. I'm a babe.'

**BIG, BIG MISTAKE.**

**Too small**



'I heard this makes people look very closely at you.'

Not only does it NOT work ... its annoying.

**Half Naked Hidden Face**



'This will look cool and impress the ladies.'

Hit-rate says 'No'.

**Half Face**



'This is both arty and adds to my cheeky mystique.'

NO it doesn't. Very poor hit rate on this method.

**Turn Me Sideways**



'Look at me ... I'm being very different and unique!'

True ... but this doesn't work.

**Am I Funny Or What?**



'Hey ... this is not really me but boy, am I a funny guy or what?'

No you are neither funny nor clever. Question: what are you even doing on a dating site?

**More than one person**



'That's me second from the left standing next to the porn star.'

Dumb mistake. Which person are you drawn to?

**We've seen it all – none of the 'clever' stuff works ... ever! Really.**

We've had people in full scuba gear, fancy dress and suits of armour. We're sure you think this is absolutely hilarious ... **but it just doesn't work**. Think of it another way ... if wearing a funny outfit worked we'd advise you to wear a funny outfit. Right?

We also say forget shots of you with celebrities, pets, strange animals, luxury cars, faring machinery and no shots of you with your children. Especially, NO SHOTS of you naked ... or in some otherwise distasteful or obscene scenario.

Its fine to add a more interesting photo as a secondary picture but it still needs to be clear.

## OK, so what works?

Your **main profile headshot** (that's the one everyone sees first) should just be a clear shot of your face and head (which is why it's called a headshot). Once again ... this means no hats or sunglasses, no poor quality images, nobody else in the photo and ... oh yes ... make sure it's relatively recent.

Here are a few really good ones that we liked (and register high hit rates):



Notice how they get your attention for the **RIGHT** reasons. Nice clear shots. Good eye contact, nice smiles. Get the idea.

Aren't you tempted to send them a message?

Get a friend to take a photo of you on a decent digital camera. Ask them to take a few in natural light and some with a flash and then pick the best one. Pick a neutral background. Wear something you look great in ... and remember to smile!

## The Dumbest Mistake is **NO** photo at all.

**If you don't have a photo then you are wasting your time.** People are so busy that they will just focus on the profiles **with** photos and reject the blank ones.

Honestly, it takes about 5-7 minutes to select a decent photo and upload it. The stats tell us a good photo will make a world of difference.

Got it?

## Dumb Mistake 2: Being too serious

Dating is supposed to be fun. You have to enjoy it and treat it as a game. Relax. Be playful and light. When you take it too seriously the only thing you'll succeed at is scaring people away.

We wouldn't suggest asking someone out in that very first email. Definitely don't offer a marriage proposal! Seriously, be realistic. It takes time to get a connection. You may have to send a few emails back and forth to start building some rapport.

Don't make your profile a long list of things that you 'do' or 'don't' want. Instead, keep your options open. The wider you cast your net then the more fish you will catch. If you limit yourself to 6ft blondes then you might miss the 5ft 8 brunette who might just be the love of your life.

Be realistic with your expectations and treat each opportunity as the chance to meet someone new. They might not be 'the one' but they might have a sexy sister or a handsome best friend. Or someone who is still a lot of fun to get to know and hang out with. But for goodness sake ...relax.

## Dumb Mistake 3: A bad profile.

A great profile comes next. Your profile is your ad ... about you.

You need to catch the imagination as well as the eye and the aim is to get them interested enough to email you back.

People have short attention spans so don't write too much. Just write a few short paragraphs to give a good idea of who you are and what you are like. Don't try to be too clever. Just keep it light hearted ... and be yourself. Remember that like attracts like – if you create a good profile then people with good profiles will respond.

Make sure you **fill in every item in the registration boxes**. If you don't it just looks like a) you can't be bothered ... or worse b) you are hiding something.

### We check

For the record, Single Solution is one of the UK's premiere sites. We attract the right people for the right reasons. One way we've managed to create a quality site is by checking profiles carefully. **If we have to we will delete or even block profile copy.**

For example, if you write things that are obscene, controversial, illegal etc ... OR you use your profile to promote commercial activities or as a database-spam site ... **we will delete your content.**

In most cases though, people write really dumb stuff. Here are some profiles that we've immediately deleted:

***"I can't believe I have to resort to this."***

***"Ask me."***

***"Will complete later and fill in some details about myself."***

***"Reached the frightening age of 30 and have noticed that all my friends are either married or are in serious relationships."***

Would you write to any of these people? Didn't think so?

### Keep it brief

Some people make a long list of their achievements or about their education and life experience. People don't need a lot of facts as they are busy and this will just send them to sleep. Instead, they just want a quick read that tells them as much about you in a short space.

Think of it as 'snapshot' or 'bubble' that captures the very essence of 'you'.

### Keep it positive.

See what you think of these profiles. We liked them because each one gave the reader several icebreakers to start conversation flowing (and coincidentally they received a lot of clicks):

***"Fit and active with a boundless curiosity about life the universe and everything.***

***I like all the usual stuff -- eating, drinking and making merry, plus I'm quite sporty. I've just completed a half marathon and raised lots of money for ill puppies.***

***I also enjoy the splendid cultural sites London has to offer such as the National Gallery and the British Museum. A good book goes down well after a long day and I'm a big fan of the "unknown" which I find fascinating. Are you reading anything good at the moment?"***

This next one is another good example:

***"I'm a Londoner with Greek roots. I have thus inherited a love of the sun, curly hair and some of their traditional values. I do not, however, have a Mediterranean 'temperament', nor do I ride a scooter. I have a wicked, slightly sarcastic sense of humour.***

***I am very well-travelled and certainly not done with that.***

***I also like to cook, so maybe I'll treat you to one of my special recipes!"***

This last profile stood out from the others because it's not like the rest. Here's some more good ones:

- a) Attractive looking guy, needs to get back to the gym but loads of potential...
- b) Big heart, take care of those I love no matter what ...
- c) Challenge ... a feisty woman is a must as I'm a little feisty myself
- d) Direct talker ... there's no hiding how I feel!
- e) Educated. Two degrees and Piano Grade One
- f) Family man ... I have a son who most woman want to kidnap on sight ... he's a cutie!
- g) Go-getter ... set and have achieved many goals in my business life.

Get the idea?

**The DUMBEST mistake** is not even completing your profile at all! Can you believe that some people actually do that?

### Take the tour

Please read the **FAQ** or **Guided Tour** or **Help** sections on the site for our guidelines. There are so many great ideas in these sections to get you online and dating ... sooner.

## Dumb Mistake 4: Using Text Speak

*Neva eva rite in txt spk.*

You aren't a teenager. It looks like you are illiterate and haven't made an effort. We know people are busy but an email only takes a minute to write.

(Can you actually believe there are people who use text speak in their resume when applying for a job? They never get the job. In the same way text speak doesn't work online either.)

Here's an example of an email you might get so you'll see what we mean:

*"Hi xxx*

*How r u?*

*U cn contct me on example123@hotmail.com*

*Hv a nice day"*

**Use a spellchecker**

Now you wouldn't send a job application without running it through a spellchecker would you? Your goal is to impress people. If your message is badly written readers just hit the delete button. If you aren't sure what to write then get a friend to read it over.

It may sound obvious, but **punctuation** is vital too:

"my name is ian i like meeting new people and chatting to them maybe get to know them and go on a date."

Why does poor spelling and punctuation work against you? Because **Single Solution** has an enviable reputation for being a site for smart professionals.

Oh, and **DON'T WRITE IN CAPITALS**. Two reasons 1) its harder to read; AND 2) it looks threatening. The research on this goes back to the 1920s.

## Dumb Mistake 5: Spamming

Some people think the best way to get results is to send messages out to as many people as possible. Stupidly, they will send the SAME message to every one!

This is a very dumb thing to do. Firstly, it's painfully obvious when someone has done this. You've probably had some yourself so you know how simple they are to spot.

Some people are even dumber than this. They'll send out hundreds of one line messages that say something like:

*"Hi*

*Really like your pic and profile. Would you like to chat?*

*Jay"*



If you are a pretty girl, this might work, but **ONLY** if your profile does the rest of the speaking for you, i.e. you are good looking with a great picture.

In general, and especially for men, it does not work. Note the above message didn't even bother to address the message to anyone.

### **Everyone wants to feel special, don't you?**

If you something in your message that applies directly to them then you'll notice a **dramatic improvement** in the amount of replies you get. Perhaps they have a similar interest, live near you or look like someone famous. You've got to create rapport.

Have a read of this email that one of our members sent. She had a much higher response rate than the average member and you'll soon see why:

*"Hi XXXX,*

*I enjoyed your profile and loved your picture. You reminded me of a young George Clooney!  
What was so embarrassing about your French trip though?*

*I also play tennis twice a week too so if you get in touch it might lead to a game sometime!*

*Hope to hear from you soon.*

*Sandy"*

### **How to boost replies**

As you are no doubt aware, some of the people on our site aren't full members yet. So they can't reply to you. However, if you send a **Reply Paid Credit** then you strongly increase the chances of hearing back from them. It's like sending a virtual stamp which they can only use to write a message ... *back to you*.

What if you've sent a couple of 'reply paid' messages and they still haven't written back? Then move on.

They probably just aren't interested or have been overwhelmed. Don't take it personally. Move on.

Mailing someone 12 letters in a row looks, sounds and feels incredibly desperate ... ? All you need to do is find five more people to contact and try again. You never know, they might be on holiday or really busy ... and if you bombard, you'll never get to find out.

## **Dumb Mistake 6: Embellishing and Exaggerating**

In the virtual world of online dating it can be incredibly tempting to embellish your dating profile. If we've learnt anything from this industry is: **don't do it. It doesn't work.**

Suddenly you're a couple of inches taller. You're few years younger or older. You earn more or are better qualified. You absentmindedly forget that you smoke. Now you play water polo and have spent seven years in Tibet.

The thing is, **once you start dating in the real world** you'll eventually have to confess. This can be very embarrassing. Plus, you instantly lose any trust you've worked hard to build up. Instantly gone.

Put it this way: how do you feel about people who lie to you?

**So just be honest.** Don't fib. Don't lie.

Honestly, the people online are work-a-day people like yourself with hopes, dreams, aspirations just like you. They are looking for fun, social outings, a quality friendship or genuine dating experience and romance just like you.

What works again ...and again ...and again ... is relaxed, light chat and honesty.

**This goes for your photo, too. Make sure your photo looks like you.** There's no point in uploading a photo of you from 15 years ago, back in the days when you had hair or were a stone lighter. If you don't look the same in real life then you WILL disappoint your date.

It WILL backfire on you.

You have to remember it is YOUR EXPERIENCE too. Ok, let's pretend you exaggerate and guild the lily. And you are lucky ... and score a face-to-face meeting. Then you turn up and reality doesn't match the picture. The other person is amused at best or shocked ... or worse.

Trust us, YOU actually walk away from that encounter as shocked and bruised as the other person. And worse, it undermines your confidence to try again. Plus, people online get to know the scammers.

The lesson to be learned here is: **don't lie**. You will get caught out in the end. It will come back to bite you. There might be a short term gain ... but long term it's a loser's strategy.

**This is the DUMBEST and saddest mistake.**

**Single Solution** is a great site because we actually want you to have a great outcome. We pay attention to what works and what doesn't. We can link great outcomes to the right photo, an honest profile, a relaxed, fun energy.

## **Dumb Mistake 7: Doing Nothing or Quitting Too Soon.**

**If doing nothing worked – we tell you to do nothing.**

We find this really odd! People will **create a profile, add a photo, maybe send out an email** or two and then do absolutely nothing else. They'll wonder why nobody has emailed them and never bother to sign in again.

Some people aren't **full paid up members** of the dating site. They create a quick profile but never bother to log in or send any messages.

Instead, they just sit back and **hope** the love of their life will send them a message. This is OK if you are a stunner ... with a fantastically well written profile. But otherwise you're going to have an extremely long wait.

You need to **be proactive**. It's really easy to see who's active on the site.

When you run a search we always list the most recently logged in members. **Spend some time – every day - going through the profiles** you like and add them to your favourites. Email a couple - each day - until you establish a connection. If nobody bites then change your photo, rewrite your profile and send some more carefully crafted messages out there. We suggest you look again at the profile's that you were most attracted to and see if you can copy what worked so well.

Online dating works – that is a FACT – but you have to work it. The longer you do it then the better you'll get.

There is another huge dating sin that is connected to this dating mistake.

Some people spend weeks emailing each other but never get round to asking the other person out. This is pointless as they'll just get bored. Some people do this as they like playing games. They think if they wait



three days before replying to each email then that will keep them keen. Wrong. You'll lose the momentum and they'll move on to someone else. The best you can hope for is being friends. Strike while the iron is hot.

**Reread the mistakes again.**

**What works**

1. **Good photo.**
2. **Keeping it relaxed, fun and light hearted.**
3. **Writing a good profile.**
4. **... in proper English (spellchecked etc).**
5. **Making the time and effort to connect personally with people.**
6. **Being honest**
7. **Being proactive, involved and consistent.**

We hope you enjoyed this dating report and that you will find it useful. **You can always contact us if you need any help with anything** – from choosing a good photo to writing a catchy profile.

Good luck and happy dating!