

**KATE TAYLOR**

**REAL**  
**PROFILE,**  
**REAL LOVE**

**DIGITAL DATING MINI BOOK**

How to be your true, quirky,  
weird, lovable self when you're  
online dating and finally  
attract your perfect match



# INTRODUCTION

I've been working with singles for almost two decades. In that time, I've seen one major profile mistake that keeps people from finding the partner that could genuinely make them happy.

This mistake is usually committed by the loveliest people, people who have the strongest desire to meet a new partner. In fact, it's that strong urge to connect that probably **causes** this mistake.

In this mini book, I'm going to tell you what this mistake is, explain exactly WHY it's a mistake, and tell you what to do instead.

Ready? Let's go.

# THE PROFILE MISTAKE THAT IS KEEPING YOU SINGLE

Nobody ever sits down to create an online-dating profile feeling like they're living their best life.

In fact, most dating profiles are written in the same frame of mind you'd use writing **HELP** in rocks on a desert island.

**How did it come to this?**

**Is this it for me?**

**Will I die here, alone?**

Because you're not really feeling your best, you don't write your dating profile with an upbeat, "anyone would be lucky to have me!" attitude.

Instead, you believe **you'd** be lucky to have **anyone**.

You've lost your confidence, and you can't be sure what (if anything) might be lovable about you.

**So you create an online-dating profile that is so bland and inoffensive that it is designed to appeal to everybody.**

# YOU CHOOSE BLAND PHOTOS

You don't use full-body photos.

If you're female, you use a photo of your face that is cropped under your chin so closely that it displays **zero** information about your body type. For all we know looking at your pictures, you might be a head preserved in a jar.

If you're male, you choose photos that show you wearing sunglasses, or a large hat, or surrounded by friends, or holding a huge fish, or leaning against a nice car in front of a nice house, or as a couple of tiny sunburned pixels at the base of a pyramid.

You might even give in to the urge to upload photos of things that aren't you. A pet, perhaps. Or a garden. A stunning view. Or — as in the case of a particularly pessimistic man I once coached — your favourite screensaver image from your PC.

# YOU WRITE A BLAND DESCRIPTION

You are an irreplaceable human being. You are — and will forever be — unique.

You are such an individual that just ONE HAIR FROM YOUR HEAD can immediately differentiate you from absolutely everybody else on the planet.

But, when you're in the pit of despair, how do you describe your one-of-a-kind self online?

**“I quite like films.”**

**“I enjoy watching a sunset.”**

**“I've travelled a bit.”**

Why are you so vague? I think it's mainly a fear of putting people off. What if you mention loving the *Annabelle* franchise, and your perfect partner hates horror films? What if you say you want to travel to Italy, and your ideal mate would rather go to France? Will they just swipe away from your profile and be lost forever?

So, you decide it's best to throw up a super-vague profile, and let people get to know the real you over a drink. By then you'll have won them over with your twinkly smile, and they'll be prepared to overlook what's lurking in your Netflix list.

Right? Wrong...

# BLAND PROFILES SET UP A CYCLE OF REJECTION

Bland profiles might get you first dates. But they don't get you **SECOND** dates.

Bland profiles mean **people don't know who you are**. In fact, bland profiles actually encourage people to invent your personality for themselves, because you haven't provided one. Have you ever created a background story for someone you met online, which ended up being a lot more interesting than the actual person? I have. Before I met my husband I fell in love with thousands of men who never actually existed.

Your bland profile might get you dates. But because you haven't

shown who you really are, you've got a very real risk of getting dates with people who:

**Don't like your body shape.**

**Don't share your interests.**

**Don't actually like you that much.**

Bland profiles prolong the screening process right through to the first date. They get you into an agonising cycle of first date, no contact. First date, no contact.

The goal of online dating isn't to collect first dates, unless you really want to boost your Costa loyalty points.

**The goal of online dating is to find someone you love, who loves you back.**

# CREATE A BADASS PROFILE

Delete your ultra-vague profile, and start over.

This time, add profile photos that show the real you. **The you who'll be turning up to that first date.** You need:

- A headshot that shows your face;**
- A full-length shot that shows your true body shape;**
- An ice-breaker photo that shows you engaged in a favourite hobby.**

Feel free to choose pictures that are flattering. But avoid the temptation to choose pictures that are misleading.

Then fill your profile text with **specifics**. These are the things that make people fall for you. **Your quirks are what make you lovable**. You've seen *Clueless* 18 times? Tell us. You have an insatiable thirst for Cherry Coke? Write it down. Your ideal date is a cheese tour of York? Say so. Someone will buy you a ticket.

These details will put some people off you. **But they would have gone off you anyway**. Or, they'd be tutting and fidgeting so annoyingly through *Clueless* that you'd go off them.

Details will give you what Sales people call Confirmed Leads. You'll get a smaller amount of responses, but those responses will be from people who KNOW what you have to offer and are genuinely into it.

## ...AND NOTHING BUT THE TRUTH

As well as using realistic photos and an honest description of yourself, stay truthful when you're filling in the sections that ask you for your height, weight, age, salary, religion, whether or not you have children, and whether or not you smoke.

**Dating websites use that information to decide who sees your profile.**

Staying truthful helps to screen out people who don't want someone like you. You won't face any painful rejection, because anyone who doesn't want a chain-smoking Pagan

with 15 children (or whatever) is just quietly ushered out of the room.

The only people that will see your profile are those who have a heart, and an ashtray, waiting for someone just like you.

# EMBRACE YOUR INNER WEIRD, QUIRKY, LOVABLE BADASS

There's someone out there who is looking for a partner exactly like you.

## **Honestly.**

The fastest way to find them — in fact, the only way to find them — is to be yourself. Your weird self. Your quirky self.

## **Your lovable badass self.**

Let your real light shine on the internet. Your online matches might slow down, but their quality will go up.

You'll enjoy truthful conversations.  
You'll have more fun. Your first dates  
will be longer, more interesting, and  
more fun, and lead to **way more  
second, third and fourth dates.**

Good luck!

## ABOUT THE AUTHOR

Kate Taylor has been a Relationship Expert and Dating Coach for Match and Ourtime for over 15 years. She began online-dating back in the 90s, and met her first husband online in 1999, and her second husband 10 years later. She lives with him and two moody teenager boys in the UK.

Read more from Kate on her website  
[lovekatetaylor.com](http://lovekatetaylor.com)