

Personal Ad Headlines Free Ebook



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Online dating services are now **the** method for singles to meet people to date. But to actually be able to have someone see your profile and write to you is much harder than you might think.

This is where your great attention-getting personal ad headline is needed. As your perfect match browses through hundreds of online profiles two things will catch their eye:

1. Your headline
2. Your photo

You could be the ugliest duckling but if your headline exposes your fun personality, your friendliness and openness to meeting new people, your ability to infectiously have fun anywhere, that you are always ready for adventure – you get the idea – your personal ad will get the attention you seek and your inbox will be overflowing with messages from people that want to meet you!

Your personal ad headline is your first impression!

The goal of this ebook is to not only expose you to many samples of personal ad headlines but to also give you some critical insight into making these headlines work for you.

Finding the right words for your headline can be the hardest thing to do when so much of your future is dependant on what you are ready to say to a complete stranger, but your visible words could be what attracts your ideal match. Sometimes it's best to complete your profile and come back to edit your headline to something catchy.

I'll leave that up to you to decide.

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Headline Samples and My Comments

Let's start with some examples of real personal ad headlines I recently found online and discuss the first impressions they gave me.

The Good (women's headlines)

* My comments

Passionate Soul Seeks Mate

* There has to be a good explanation of her passion to back up this headline, but it does create some curiosity, doesn't it?

Looking for a Sincere Guy to Make Me Laugh, etc.

* Getting to the point and creating a ready-made response from anyone that answers this ad is a great idea. Ready to share any jokes guys?

The anticipation is often as much fun as the gift

* You just have to wonder what the gift is that creates the anticipation. This headline could be very bad, be sure to add additional information as to what type of gift you are talking about, but it definitely works to create responses from guys.

Catch me if you can....

* A good standard opener asking for a playful response. Back this headline up with asking the guy to describe the type of race you mean.

Serene Yogini Looking for the Real Deal

* Ready for the guy to prove themselves to your own personal commitment? This is the type of headline to use. Can be changed to fit any particular lifestyle attribute you deem most important or fun to share with someone.

Looking for something real

* Get right to the point and keep the creeps away.

Any guy that can step up to me.....

* Dare the guy to prove himself. This headline can be good or very bad, be sure to complete the sentence in the first paragraph of your profile to make headline work.

Carpe Diem!

* Fun-loving and ready for adventure!

You are out there

* Here is a lady that isn't done looking. She's open to responses and is ready to keep communication open and not turn down guys unless they prove themselves to be asses.

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The Good (Men's headlines)

* My comments

Looking to the future, Embracing the past

* Inspired and insightful. Maybe this guy has a few mistakes he's willing to share, life's little adventures that make him an experienced and able man to date.

Always a smile

* The friendly type shows through this headline. I hope the rest of his profile is equally cheery or he's just wasted a nice headline!

Don't Be Afraid To Say Hello!

* Say hi to this guy, he promises to reply with funny, witty and honest messages.

Everyday is an adventure

* And this guy wants to start an adventure with you. He'd better be prepared to explain his adventurous plans in the first couple of paragraphs of his profile to make this headline work.

Good guy seeks sweet gal

* You know you're that sweet girl, go ahead, take a closer look at his profile and send him a message.

Press here...

* Or "click here" will equally get her attention. Simple, yet directly asking for action on the browsers part. Very good.

I'm Cooking

* A nice play on words, this headline needs to be investigated more fully. I really hope this guy likes to cook for his dates because if it's just an odd way to say "I'm Hot!", then he's a loser!

Chivalry is not dead...

* The prince has continued his search for his princess online. Te knight in shining armor is looking for his match.

The 3 S's....Single, Sexual, Sensational...

* I choose this headline as an example of 3 of anything will get attention. "The 3 R's ... Ripped, rich and ready" and "The 3 C's ... Cute, clean and conversational". You get the idea, 3 of anything.

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The Bad (women's headlines)

* My comments

Just seeing what I will find

* This headline screams that you're not going to get a response, that she isn't trying online dating seriously.

Italian Princess

* Well, she certainly knows who she is, are you ready to introduce her to your friends?

I Need A Soulmate

* Also often seen as the "Still single after all these years" desperation personal ad.

Lonely gerl

* And likely to stay that way bcaze u cantt spel.

Hi

* Well, she's certainly a talker, hey guys? Can't wait to read all that white space in her replies to my messages, right?

Looking for Mr Right

* As opposed to all the other women's ads that are just looking for Mr. Right Now, eh? If she selects you to be Mr. Right, figure on meeting mom on the second date, or first date of you trade more than 3 messages.

Seeking my missing link

* So is the loser of the anthropology department?

Looking for some excitement

* Of course you are, my dear. All the guys in your neighborhood are running scared after meeting you so you've taken your freak show online. Good for you, expanding your horizons. Bad for the guys that haven't had their shots recently.

Where is my real man?

* He's hiding under all the plastic anatomy pieces that are in your nightstand, if you get my meaning. This lady has either given up looking or is about to. Don't become her stalker target!

I need a man in my life

* Because I don't own a ladder... or know who to pump gas into my car... or a thousand other sexist things that come to mind. This girl's better off getting the yellow pages out and looking under 'contractors' that trying to entice a man to contact her online.

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The Bad (Men's headlines)

* My comments

Hurt scorio, looking for a nice girl

* Do you think this guy works in an airport? Is he a baggage handler? This headline is going nowhere fast!

Still here waiting for mine

* Still here? How long have you been trying this dating thing? Run girls, run! And what are you waiting for? What's mine? Ugh.... Expect the awful with this one.

What goes around comes around

* Means: break up with me and I'll hunt you forever. Or something like that. Just plain bad for a headline.

Does love still exist?

* Not very hopeful, is he. Of course you could try to prove that love exists but what would be the point. How depressing.

To Love and Cherish

* Marriage offer on the third date, are you ready?

Trustworthy and funny too.....

* Honest. Really. All my friends say so. The betting window has now closed.

Looking for a special person

* Aren't we all. You could be much more specific to give the girls a chance. Of course there's always....

Cool greaser

* Being a little too specific.

Searching for Normalcy

*Is he looking for a normal person to share his life with or to regain his own sanity. Don't waste your time finding out ladies.

What do you say we give it a try?

* What do you say we don't. Go back to shooting fish in a barrel dude, you'll have better luck.

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Wow, was that fun or what? I tell you, I had fun with those comments. Unluckily for me I also viewed some of the profiles that went along with these headlines and let me tell you, the bad were really bad. Profiles incomplete. Badly taken, dark or non-existent pictures. If you're serious about finding a compatible person you just have to complete the profile as much as you're comfortable with, not leaving easy questions blank and essay questions about yourself and your desired match blank or with almost no direct information.

The good were very good however. Nice photos with their profiles. All the questions were answered or at least left with an "Ask me personally" remark if the person didn't want to share the asked for information with everyone. How much a person's online profile is completed is an obvious yardstick to how committed they are to making online dating a successful way to meet people to date.

It's so important I'm going to repeat that last line:

How much a person's online profile is completed is an obvious yardstick to how committed they are to making online dating a successful way to meet people to date.

Making Your Headline Great

Now that we've gotten our toes wet let's start discussing what it takes to make a great personal ad headline:

1. Personality
2. Humor
3. Originality
4. Friendliness

Easy enough isn't it? Once someone spells it out for you, it's simple enough to understand, right?

Sure, and that's why lawyers have such a great reputation for being 'plain-speak' friendly (notice the sarcastic tone there?). So I'm going to break it all down for you, pay attention.

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Personality

Well, since you now know that your personal ad headline is your opportunity to make that all important first impression on someone that you're interested in it goes to follow that your headline should reveal a little of your personality, right?

You have a personality right? This is the things you like, what you dislike and how you react to life's big and little events that define you as a person.

These actions and reactions are what make you different from anyone else and your personality is what people see, your personality dictates instinctively how people interact with you and it is how they define you.

If the words you use for your headline isn't something you'd say to a stranger to break the ice or to continue a conversation with someone you've just met, you need to make changes to it. Those 5 or ten words are the whole conversation, but remember, you just don't know who you're talking to because you can't see them or contact them until they send you a message.

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Humor

Some of the most successful headlines I've read have been the first few words of a joke or a riddle that leads someone to look at your profile to get the complete story. You can use their curiosity to gain their attention with a humorous headline.

Your humor headline doesn't have to be a joke or riddle either, it can be a funny incident that happened to you, a humorous anecdote that you'd like to share, anything at all, as long as the person you'd like to attract will find it funny as well.

Five to ten words isn't much space to get the whole of what you're saying spelled out, so you have a better chance that if what you write is funny and intriguing enough you'll not only have people reading your headline but they will also click into your profile and you'll have a better chance of them sending you a wink, a smile, or a complete message (depending on the dating service's options).

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Originality

This is where I tell you to check out your dating competition. Hey, if you're in business you know what the store across the street sells, and how much they charge, right? Otherwise you'd be out of business in a couple of months. Well, in the online dating world you have no control if your personal ad is placed at number 1, number 57 or number 334,520. (Of course there are exceptions: generally if you include a photo or are a paid member your profile shows before any free trial member but that varies according to the service.) But you can be proactive and be sure that, when someone does a search based on your basic information of age, location, career, religion and other profile questions that are required to be answered, your personal ad headline stands out from the other results. Don't be afraid to make the searches. Hey, maybe even get a friend to join and try to find your profile by searching for things they know about you that you've put in your profile.

Once you've been found in the member search results you'll have a good idea of what any other member will see, so you can take a look and see if your original headline stands out from the others.

Friendliness

When all else fails –

OK, so your personality turns people off when you first meet them. Your sense of humor needs a little adjustment. And your style of originality is, well, unoriginal. You need to show off the friendly person you really are. And yes, you can do this!

After all, it's the people you meet, the ones that you can actually communicate with, that start as friends and turn into lovers. *And being friendly encourages people to want to meet you!*

So use your headline to say "Hello from...". Don't be afraid to say that you "Have a gerbil named Fred" or that "Online dating is fun, for both of us". You get the general idea, right?

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Ask A Friend For Creative Help

One of the best ways to get help with creating several different personal ad headlines is to talk it out with a friend. Invite a friend over or arrange some time together for your friend to give you some help in this area or exploration. After all, you're single and trying to find dates, I'm sure your friends are willing to help you out, maybe they've even been setting you up with their loser friends on crappy dates, so now they owe you some *real help* time.

Ask for their help in creating the ultimate headline for you to use in your online dating profiles (you have more than one service you're using, right?). (I find that overstating your goals to your friends sometimes aids in getting them to help you on a more personal level.)

Head on out to a bar, early so as to not be distracted, or invite a friend over and open up your bar for a couple of drinks.

Pour a drink, then:

Create a list of the worse pickup lines you've ever heard (or tried!). Hey, you have to start somewhere, right?

Pour another drink, then:

Move on to write a list of things that you like about yourself and another list of things that your friend likes about you (on a platonic level).

Now, start rearranging the words on the 3 lists you have, aiming for an even balance with the words that describe yourself and the words that you find funny, keeping in mind that the person you're talking to in these 5 to 10 words has never met you but you want to meet them. You really, really want to meet them!

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