

The Blackdragon Dating System

How To Perfect Your Online Dating Profile

Blackdragon

**Step-by-step instructions on how to improve and hone
your online dating profile to maximum performance.**

Other Ebooks in the Blackdragon Dating System

Volume Two

[Dating Women: Getting To Sex As Quickly As Possible](#)

THE dating manual. Learn how to get her from the first moment of the first date to naked in your sheets as quickly as possible.

Volume Three

[How To Create And Maintain Open Relationships With Women](#)

Take any woman you're dating and learn how to get her to accept an open relationship where you sleep with other women, without ever lying to anyone.

Volume Four

[Improve Your Online Dating Results](#)

Take your online dating to an entirely new level in this book full of field-tested techniques to boost your results.

Volume Five

[How To Attract and Date Younger Women](#)

Learn the exact same principles and techniques I use to regularly date women 20+ years younger than me.

Volume Six

[How To Create or Convert To An Open Marriage](#)

Learn how to convert any marriage or live-in monogamous relationship into an open one and learn the specific techniques used by other men with open marriages on how to sleep with women on the side while keeping your wife.

How To Perfect Your Online Dating Profile

Revision 1.1 / August 2012

Copyright © 2012 by DCS, Inc and DCS International LLC. No part of this ebook may be reproduced in any form, by any means (including electronic, photocopying, recording, or otherwise) without the prior written permission of the publisher. DCS, Inc. actively pursues violators of this copyright.

Published By
DCS Inc.
19363 Willamette Drive, Suite 119
West Linn, OR 97036

For more free ebooks on dating, women, sex, and relationships, go to www.blackdragonsystem.com.
We add new ones all the time!

Introduction

Many decades before you and I were born, advertisers discovered that if they tested their ads in magazines, small and seemingly useless changes would boost the response of their ads, sometimes by huge amounts, as in 20 or 30 times(!).

They figured out quite quickly that if they didn't routinely test their ads, they were leaving money on the table.

They didn't know exactly what combination of words or images would work best to pull in the best response. All they could do is test and let the marketplace tell them. It was very profitable.

Online dating works the exact same way. I have many proven techniques on how to build an online dating profile that work, mostly described in [the ebook here](#), and if you use them you will dramatically boost your current response rates.

However that's only half the story. Once you build your profile, even if it works better than your old profile, you'll still need to tweak and test certain elements to ensure the maximum results possible on your online dating efforts.

Whenever I put up a new online dating profile (and I test new ones all the time) on the dating sites, I do pretty well. I've been doing and teaching this stuff for years now, so this is pretty easy for me. However, no matter what techniques I use, no matter how well the profile works for me, I know that the initial profile I put up is only the "first draft". I have learned from extensive experience that if I spend some time tweaking the profile, I can boost my response rates (and thus

the number of dates and lays) to levels far beyond what I'm currently experiencing.

By using these tweaking and testing techniques, I've taken profiles that had a 2% response and turned them into profiles that had a 13% response. Others had an 8% response that I turned into a 22% response. Some profiles I've gotten as high as 41% response.

Now 13% may not sound like a lot, but its more than enough to get me laid, and you are very likely a better-looking guy than me (I'm overweight and quite average looking) and you're probably not emailing women over 20 years younger than you which is what I'm doing. I've worked with guys who get well over 20% - 30% response rates.

Also realize that just going from 2% to 13% is an over 500% improvement. Not bad. Going from 8% to 22% is an almost 300% improvement...just by changing a few things around on your profile. I've worked with guys who weren't getting ANY responses (0% response rate) and eventually got their response rates to well over 15% to 20%. That's an improvement of *infinity percent*.

So is tweaking and testing your online dating profile worth doing? Uh, yeah. You need to do this.

The Sequence

There's an order and sequence to doing this. Just as if you were testing an advertisement in a magazine that was costing you thousands of dollars a month, you don't want to go in and start randomly changing all kinds of things on your profile. You need to do it carefully, step-by-step. Just as important, you need to change a maximum of *one or two things at a time*.

If you go hog wild and change ten different things, even if your response rates increase *you won't know what worked* and what didn't. Knowing exactly what worked is extremely valuable information. It tells you exactly what types of future changes to make, and prevents you from running down blind alleys.

The exception to this rule is if your profile is doing really terribly. If you're literally getting a 0% or 3% response rate, that's pretty bad, and likely you're going to need to overhaul your entire profile and start over. If that's the case, you're better off getting the ebooks [here](#) and [here](#) and following their advice on how to make an effective profile.

If your profile is getting *some* results, now it's time to test and tweak, and this ebook is for you. I promise once you test the following items you'll be very pleased at the increased results you'll get from online dating.

This is how you do this:

Step One: You determine exactly what your response rate currently is. That means you need to track every outgoing email opener you've sent and every response you get. If you don't have an exact baseline for how well (or badly) you're currently doing, testing your profile likely won't be very helpful.

Step Two: You change just *one* or *two* things on your profile, then send out another bunch of openers, and track your new results. Then compare the new with the old, and see if it made a difference.

If your change made an improvement, awesome. Keep your change, then change one or two *more* things, then send out more openers, then check again.

Keep on doing this until nothing you do makes any more positive difference. That's when you know you've reached the effectiveness limit of your current profile.

Remember, I'm about to give you a huge list of things to test. Just test *one or two things at a time* (unless your profile results are horrible) and do them in the order I suggest for maximum effectiveness and minimum wasted time.

How many women should I email when I test a new change?

Great question! Based on my own testing, for maximum results, you should send new email openers to at least 120 new women after making a test change before checking your new results. Depending on the size of your city, it may take you three days, or a week, or two weeks, or longer to email that many women. That's fine. Take the time and do it. Don't rush.

If you are easily able to message more than 120 women, do so. If you can bang out 150-200 openers to new women for your test, great. However I've found that 120 usually does the trick.

What if there are literally not enough women in my town to do that?

Then I don't have any easy answers for you. Do the best you can with what you have. Several ideas to try if you live in a smaller town:

1. Increase your search ranges. If you're only searching for women age 18 to 25, knock it up to 18 to 29. Also, be a little less picky when it comes to less attractive women. The more women you can email for these tests, the better.

2. Set up a copy of your profile in a nearby large city and fake-test there. I know some guys who have done this and it has helped. However, you need to realize that women in a big city miles away are different than in the town where you live. They'll have different attitudes, expectations, needs, and tastes. So these tests might give you an *idea* of what works, but they won't be 100% accurate.

Alright! Let's get to the specific elements to test!

Test One – Your Photos

I have said many times before that fully 80% of your success with online dating are the quality of the photos on your profile.

Women get very picky when they're on an online dating site. They cruise through men's photos really fast. If they don't like the shirt you're wearing, or the color of your hair, or what's behind you in the photo, boom, you're *gone*, and they're onto the next guy. If she doesn't like your photos, it doesn't matter what you write on your profile, because she'll never read it. That's why photos are so critical to all of this.

Yes, women are indeed that shallow. The joke is that men are the shallow ones. Online, it's quite the opposite. You'd be shocked at how superficial women get when they start looking at pictures of dudes online. If you don't believe me, one of these days sit a woman down in front of a computer and watch her go through profiles of guys on a dating site. The superficiality of the reasons she rejects men, purely based on things like the color of their belts or the curl in their hair or the shape of their smiles, will shock you.

Therefore when perfecting a profile the very first thing you need to experiment with are your photos. Tweak your photos before you do anything else. Generally speaking, your biggest response gains will be from your photos over any other singular aspect of your profile.

Here are the items to change in order to test your profile. Do them in this order unless they don't apply to you.

1. Remove or replace any photos with bad lighting.
Women need to be able to see you clearly.

2. Remove any photos with standard “standing there staring at the camera” shots and replace them with more action-oriented shots. That doesn’t mean you can’t look at the camera in those shots; it simply means you look less rehearsed and less “posed”.
3. Reduce the number of photos you have. If you have six photos, knock it down to three or four. If you have four photos, knock it down to two. If you have two photos, knock it down to one. I’m serious. Do it. I got laid a *ton* online for over a year with just *one photo* on my profile. This can work.

Yes, generally speaking, three photos are better than one. However I know for a fact that you’ve looked at women online with, say, six photos, saw the first five photos and thought she was hot, then saw photo number six and instantly thought “Yuck! No thanks!” and moved on. Well, women work the exact same way. Too many photos can hurt you.

Always keep in mind that women online are looking to DISqualify you, not qualify you. They’re looking for things *wrong*, not things they like. Often, the more photos you have on your profile, the lower response you’ll get, especially if you’re not a really good-looking guy.

4. Ensure all of your photos show a “different you” from the rest of the photos on the profile. Replace them if they don’t. I talk about this in more detail in my [primary online dating ebook](#), but all your photos should look as *different as possible*. For example, if you have three photos, one photo could be of you dressed nice, one could be of you outdoors, and one could be of you in a T-shirt showing off your muscles.

But if you have all three photos showing you outdoors, you're damaging response.

Test Two – Profession, Income, and Education

Once a woman has glanced at your profile and decided that you're not a "no" yet, the very next thing she'll look at is your profession, income, and education.

Now here's the deal. I've said many times and in many places that you should not lie to women. Lying to women in order to sleep with them is something wimps and beta males do. If you make \$25,000 a year, don't say you make \$80,000 a year. If you really want to try something that obviously false I can't stop you, but I always advise against things like that.

That being said, you can "tweak". Women lie about all kinds of things on their profiles all the time, particularly their age and similar "stats". Therefore what you could do is if you have on your profile that you make \$25,000 a year, as a test you could either delete your income so it shows blank, or say you make \$30,000. Again, I would not say you earn \$45,000, but I don't think saying you earn \$30K when you earn \$25K is horrible.

That's how you do it. Either change your profession, income, and education slightly, or delete one of them completely, then test with 120 new openers.

Do this even if you think your profession, education, or income is good. If you have a Ph.D., maybe you think that's great, but perhaps the type of woman you're emailing is either intimidated by that or doesn't know what it is. So leave your education blank and test.

Re-wording is also sometimes a good idea. Instead of having a profession like “Financial Analyst”, change it to something more simple and/or impressive like “Money Manager”.

Test Three – Relationship Type Desired

On most dating web sites, one of the items on your profile is the type of “relationship desired”. Usually the options are things like “Friends” or “Dating” or “Relationship” or “Long Term”, etc.

Generally speaking, when I give global advice to the masses, most women are going to want to see that you want a “Relationship”. However, that is not always the case.

Therefore the next item you should test is to switch your relationship type to something else. If it says “Relationship”, switch it to “Dating” and see what happens. If it says “Short Term”, switch it to “Long Term”. You get the idea.

Your relationship type, more than anything else you can test, relates most to the type of women you’re after. Some guys go after women online who prefer to see “Relationship”, but other guys go for women who’d rather see “Not Serious” or “Dating”.

Just like I said back in the introduction, you don’t know what will work best until you *test* and find out.

Test Four – Height

If you're under 6 feet tall, add an inch or two to your height. Just an inch or two, please.

This is a tricky one. I already said don't lie. Clearly if you're 5'4" you don't want to say you're 5'10". As soon as you meet her on the first date she's going to have a heart attack. However most men don't realize that if you put on shoes, you're an inch taller. Some shoes and boots add even more height.

Since women DO look at a men's height and often use that as a make-or-break, that extra inch will help. So go ahead and add it. I do NOT recommend adding more than two inches, or later you'll have some explaining to do, and guys with explaining to do don't get laid.

Test Five – Your Profile Text

Okay, NOW we get to your profile text, the stuff you actually write about yourself in your profile.

This is the fifth thing to test. Why isn't it the first thing to test? Because usually your profile text is the fifth thing a woman is going to look at. First she'll check out your photos. Then if she approves, she'll glance at things like your job and education, then relationship type and height. These things are quick and easy for her to read, so they're the first things she'll hit.

THEN, and only then, if none of that turns her off too badly, she'll now read your profile text. That's why your text is not the first thing you test, contrary to what a lot of men seem to think.

Obviously I can't tell you exactly what to change in your profile text, since I can't see what you've got there. I could spend the next 20 pages telling you what kinds of things you should write, but I already did that in [another ebook](#) and I don't see the point in doing that all over again.

Instead, I can give you an idea of what to test, change, and tweak.

1. Dampen the overall tone.

I have critiqued hundreds of men's online dating profiles, and I can tell you for a fact that as a man, the text in your profile has a very strong overall *tone*. Maybe it's a sarcastic tone. Maybe the tone is funny, or intellectual, or romantic, or sexual, or serious.

Whatever it is, the very first thing to test with it is to *dampen* that tone. Make it less. The odds are high that your tone is too strong.

If you have a very intellectual witty tone, rewrite your text and make things simpler. If you're very sarcastic, get a little more straightforward and authentic. If you're really funny, serious it up a little, and funny things up if your tone is very serious, etc.

Dampening your overall tone is the single best way to test your profile text (once you've addressed everything else we've talked about first).

2. Write MORE.

Another huge mistake (and huge misconception) is that guys just don't write enough. Experienced direct marketing advertisers will tell you that based on testing, the more you write, the more you sell. Online dating works the exact same way. If what you write is not boring, she *will* read it all.

Whenever I make a profile I write to the character limit of the dating site. It works. Most men have two or three short paragraphs and that's it.

Write MORE. Talk about how great your life is, or how great it will be once you accomplish X. Write way more, then test.

Test Six – Drinking and Smoking

Something that can negatively effect your response rate are your answers on the drinking, smoking, and (on some dating sites) your drug use. You should test various combinations of this, especially drinking. Some women get turned off by men who never drink, yet other women had ex-boyfriends or ex-husbands who were alcoholics, so they LOVE to see a guy never drinks.

Tweak these and test. Again, tweak, but don't blatantly lie. If you seriously drink a six-pack of beer every night, saying you "Never" drink is probably not a good idea. However if you smoke a joint once every two months or less, saying "No Drugs" is probably okay.

Rounding Out The Results

I've just given you six different elements to test with several different ways of testing each. That's a lot of testing. Like I said, make sure you only change one or two things per test of 120 openers, and proceed through to test as much as you can.

Your response rate WILL increase if you do these things and you'll be very happy with the results. Give it a shot.

~Blackdragon