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Your Online Personal Ad– Write For Success!

By Toni Coleman, LCSW

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Where are all the good men/women? You go to parties, sign up for various activities and ask friends and family if they know anyone they can introduce you to. Yet, your dating life has been more than a little disappointing. What is a guy/girl supposed to do to find quality people?

Begin by continuing to do what you have been doing. These are all good ways to meet people. However, you may need to expand your search to the world of online dating. This would allow you to expand your search and come into contact with interested and available singles you would never meet in the existing circles in which you now move.

Perhaps you are thinking, "I have already tried this with little or mixed success." Maybe this too has become a source of disappointment and frustration and even despair. If so, you could be going about it the wrong way, or be in need of some information to put you on a track to better success. The first important step is writing your personal ad and choosing a good site to place it on.

The following are tips to help you write for success.

\* Be Yourself

The goal of your ad is to attract the kind of person who would be compatible with you. You are looking for someone who shares your goals, values, sense of humor, lifestyle and perhaps religion or other specific criteria. If you put in information that is not true to who you are, you could send potentially good dates on to the next ad. You may also attract the kind of person you are not interested in.

\* Be Sincere

Nothing is more attractive than sincerity. Think about it. Isn't this a turn–on for you? If you are funny, be funny. If you are serious, be that. Use honesty in describing your traits and desires in a potential mate. If there is something that is a must–have for you in any future relationship, highlight it. Remember that when and if you move to the next step, the other person will experience you as you really are,

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regardless of what the picture you drew for them in your ad looked like.

### \* Write Like You Talk

This goes right along with being you. Don't make your ad seem too contrived or rehearsed. You will lose that feeling of sincerity. Write a few drafts and just let the thoughts flow. Then go back and edit it. Make sure you spell check and check again. There is no bigger turn-off than someone who appears to have poor grammar or spelling.

### \* Be Specific, But Leave Out Hang-Ups and Other Negatives

This is a first step. You want to put your true best forward. The picture you paint should be upbeat and positive. Everyone has a past. It's not wise to tell too much too soon. If you feel something is important, then put it in. A good example is "single mom", "divorced father of two", etc. Leave out the part about looking for someone to help me heal from a painful divorce. Do not mention past relationships except to inform that you had one.

### \* Highlight Your Uniqueness

There are things about us all that make us uniquely who we are. Let your ad portray this. If you have a special talent, interesting career or pastime, let people know about it. If it's important to you, it tells others much. If someone out there shares it, they will be drawn to what you have written.

Find a unique way to highlight yourself. If you look like someone well known, put that in. Just remember, if you look like Woody Allen, don't portray yourself as a Robert Redford type.

### \* Avoid classic turn-offs

If you place a heavy emphasis on finding someone who is "beautiful" or "wealthy", you will turn off many people– often the very people who hope to attract. No one wants to be wanted for his or her looks or bank account. It also says something about you. How about superficial?

### \* Use a Picture

This is very important. Ads that don't have one get far fewer responses. Many singles are having a professional picture made of them. You want to look like your BEST self. A professional can usually do a much better job at a very reasonable cost if you shop around a bit.

### \* Post Your Ad On The Right Site

There are so many choices out there. Look for one that has a large membership of people who appear to be compatible with you. Make sure they have an enforced safety and privacy policy. There are specialty sites for people who seek a partner with a very particular passion or lifestyle. These include but are not limited to: animal lovers, vegetarians, advanced degreed professionals, and sites for people seeking those of the same faith.

If your requirements include someone within a close geographical distance, look for the sites that offer you a good selection.

Once you have given it careful thought and a little research and energy, write and post your ad for success.

Remember, we attract what we are, not what we want.

Toni Coleman is a licensed therapist and relationship coach. She specializes in working with singles that want to create lasting, intimate relationships. Toni has over 20 years of post–masters experience in relationship coaching with singles and couples. She has written numerous email classes for singles on

all aspects of meeting, dating and relating. She is the author of the email newsletter, The Art of Intimacy, which goes out to thousands of subscribers monthly.

## **How Do You Define Your Success?**

### **By Nicholas Dixon**

How does an online marketer define success ? There are many ways to describe success, but does it always have to do with a hefty bank balance ?

I can consider myself to be an online success. Heck, I am not making a ton of money every month or consider myself to be a guru.

So how could someone say they are a success with little to show for it ? Again, it all fits with your definition of success.

For years too many people have believe that success is all about the realisation of material things . This has caused many persons to chase after their dreams in frustration and then give up.

Because they are not making lots of money in the online gold rush, they think that they are losers and they are because they think themselves into failure.

Anyone who adds value to another person's life is a success in my eyes. As long as they provide something to make you happier, make more money or feel good about yourself they are successful.

We have many unsung heroes among us. They have overcome adversities and personal crisis in their lives and still have the drive to make another's live better. They are rarely seen in the news or on television.

They don't have to anyway. Why ? Because they already know who they are and their limits and capabilities. Telling them is just reminding them of who they are.

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Keeping track of where you started and where you are now should give you some idea of how much progress you have made.

So are you already a success or are you waiting on someone to tell you so ? I hope not.

To your success and mine..... ,

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Nicholas Dixon is the publisher and editor of The Roc newsletter .Visit

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Defining Success: What Does it Mean to You

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The Five Rules Of Influential Web Writing

Name Branding Syndicator

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How To Create HOT Information Products

Online Dating Secrets Revealed!

Success Secrets

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