

**"I got 16 messages from women in the first
24 hours after I activated my new profile [...]
Looking at my old text and pictures is
downright embarrassing now"**

- Impressive Profile user



IMPRESSIVE PROFILE

**A Step-by-Step Guide to Creating
the Ultimate Dating Profile**

SONDRE SAGEN

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Preface

To me, Tinder and dating sites were a waste of time. I don't even want to think about the hours I've spent sending messages to girls who never replied, talking to girls who stopped responding, or suggesting dates to girls who always seemed to be "too busy". Sure, I went on some dates now and again, but they turned out to be disappointments. I started thinking that the hot girls were online to get attention and nothing more, and I began focusing exclusively on clubs.

I started hanging with the Good Vibes guys, and that's how I met Sondre for the first time. I was at a party, and he showed up with this incredibly hot girl. *"Probably from some dating site"*, one of the other guys told me. *"He's like the professor of that stuff, he's done all this research and he doesn't even contact girls, they contact him."*

I won't bore you with the details of the process I went through; let's just say it began with suspicion and disbelief, continued through embarrassment, and ended in a revelation. No wonder my results had been less than stellar – I had been royally screwing up on every level. I started from scratch, with Sondre guiding me along, and when we finished it was like I'd been given access to the *real* dating site, where girls actually replied to messages.

In short, I'm pretty sure this book will be an eye-opener for you, just like it was for me. It's the key to success on both Tinder and dating sites, the key to a whole new life when it comes to girls. A word of warning, though; try not to hit yourself in the head when you recognize all the mistakes you've been making ;)

- Lars, Good Vibes Dating

Part I:
Your Profile

The pros and cons of online dating

Traditionally, we guys have had three major options for meeting girls: Approach them in clubs at night, approach them around town in the daytime, or get to know them through our social circles (through work, school, friends of friends etc.) Each of these has its pros and cons.

Clubs

Pros: Lots of girls to choose from, talking to strangers is accepted

Cons: Kind of scary, lots of noise and competition, requires training

Social circle

Pros: Not very scary, very easy to start conversations

Cons: Limited number of girls to choose from, making a bad impression may have dramatic consequences

Daytime

Pros: Lots of girls to choose from

Cons: Talking to strangers isn't common, the girls might not be single, very intimidating, requires training

And then of course there's *online dating*, by which I simply mean *meeting girls on the internet*; as of today, Tinder and dating sites are its most common manifestations. All forms of online dating revolve around the same principle: creating attraction by using images and text on a screen to push the right buttons in a girl's brain. Tinder and dating sites are just different arenas for the same game, and once you understand how it works you can get great results everywhere.

There are a lot of pros to online dating. The number of girls to choose from is unprecedented; using the internet as a social tool has become something that everybody does, and most single girls today have a profile on Tinder or a dating site. Online dating is perhaps the least intimidating way there is to meet women; the worst that can happen if you try to contact someone is usually that she won't reply to your message. Furthermore, most guys prefer to meet girls in private on a quiet date as opposed to shouting at them in a noisy club surrounded by drunk people. You can meet girls online at any time from anywhere; if your work requires lots of travel, you can have a date lined up during your trip to a new city, and if you just don't feel like going out, you can spend your weekends in, meeting girls whenever you want to.

Girls in clubs will seldom approach you; that's also different online, at least if you have a great profile. Because most guys are horrible at presenting themselves in the right way, girls end up competing over the select few who make a good impression. It's an interesting and exhilarating experience to have girls competing over you; it can do wonders for your self-esteem, which will be very helpful when meeting women in general.

And then there's Facebook. In some ways, it's kind of a different beast, but when it comes to creating attraction it adheres to the same basic principle as all other forms of online dating: it's all about using pictures and text on a screen to push the right buttons. Facebook can make it easier to get dates with women you meet in clubs or around town, with girls at work or in school; an optimized profile will increase the odds that a girl

you just met briefly will be interested in seeing you again! Even though you exchanged phone numbers instead of Facebook information, you can be certain that she'll google your name and look at your profile picture when you text her a few days later; a optimal profile picture will drastically increase your chances of a reply! Giving away her Facebook will feel less scary than giving away her number, making your chances of rejection very small; and even better, after you've become Facebook friends, you get to lean back and let your profile do a lot of the hard work, increasing her interest in you without lifting a finger.

But the greatest thing about online dating is the fact that the investment it requires only has to be made one time.

As soon as you've acquired the right collection of pictures, some tantalizing lines of text and some basic communication skills, you can begin collecting revenue, as it were. With some minor modifications, you'll be able to put your material on every different site or app there is. It's like having several agents working around the clock to get you dates – agents that can continue to do so a year from now, in three years or in five years from now. After your initial investment is made, minimal time and effort are required on your part. You'll be able to meet new girls every week, if you so desire, without doing more than writing a few short messages every other day.

The process is not always fun and sunshine, though; online dating has its disadvantages as well. Crafting the right profile requires effort and knowledge; there's a reason most guys don't get it right! Figuring out what a girl is really like until you meet her can also be a challenge; if you don't know what you're doing, you could end up on some bad dates. Luckily, there are measures you can take to minimize the risk of that happening as well as ways to reduce the time you end up wasting if it does; we'll get to that in a later chapter.

In conclusion, online dating presents a lot of advantages, but to get great results, you're going to have to start thinking about it as an investment – what you get back will be determined by what you put in.

In this book, I will show you how to do it right.

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