

Online dating profile

Fact

2 million

single LGBT
people in the
US



Fact

1.4 million

LGBT people
in US use
online dating

Goal



Revise profile introduction

to improve quality
and quantity of
responders to
find more
compatible
matches

Original version

I am just getting out there after of a bad relationship and friends suggested I do this so here goes. I am petite, athletic, with blonde hair and blue eyes. I am a girly girl and love my shoes and fashion. I love my friends, running, staying busy, drinking wine, and meditation. I am an honest and independent person with a great sense of humor. I am looking for women who are fit, educated, fun, and confident. I have worked hard to get where I am and don't want any drama in my life. I am honest and expect someone to be honest and loyal as well. I like to have alone time so I am looking for a woman who can handle herself independently and isn't looking to latch on in a relationship. I don't use drugs or smoke, so please no drugs, addicts, or people in recovery! Couch potatoes need not reply.

- surface level
- negative tone
- expectation focus

Revised version

- personality traits
- what I do want
- organized with who I am first

I am down to earth, active, kind, intelligent and genuine. I guess I'm considered a lipstick lesbian, though I'm athletic and have been told I'm low maintenance. Plus I generally dislike labels. The best way to describe me is a mix of contradictions. I am outgoing but value time alone just as much. I am active but prioritize rest and meditation. I view fashion as art and I can most often be found in my running shoes and jeans. I care about the environment and I often wear makeup (cruelty-free). I am a total foodie and eat healthy most of the time. I am looking for the one. However, I am just getting back out there after a breakup and so I'm interested in meeting new people and getting to know someone first. I love women who are athletic, kind, professional, confident, in touch with their emotions, honest, good communicators, and always growing. I am fiercely independent and also extremely committed when I'm with someone, so I do best with women who are confident but also capable of consistent emotional intimacy. While I will forever be growing and learning, I have never been more ready to settle down with the right person.

