

How To Create
An Online Dating
Profile That Really
Gets Results!

The
Catch
your
Match
Formula™

**Preview
Edition**

Dave Elliott

Advance Praise

“The Catch Your Match Formula is an amazingly simple yet brilliant solution for online daters who are tired of getting no responses from their profile. Step-by-step, you will learn exactly what to do to not just get responses, but get high quality responses from people that meet your wants, needs and desires. Dave Elliott’s proven track record of success is unparalleled! Now, he is offering his secrets in The Catch Your Match Formula. This book is a must have for all online daters and I highly recommend it if you are looking to find your match!”

**~ Julie Keywell,
Founder of Ultimate Love and Passion**

“Online dating is a tremendous resource for finding love in this shrinking world. However, since men and women speak different languages and online dating relies on the written word devoid of face to face connection and body language cues when you first meet someone, The Catch Your Match formula is so necessary to be successful. Dave Elliott is the perfect person to write this book and provide you with this clear concise information. He is a balanced man who knows and understands the language that speaks to the masculine and feminine in all of us. Since he is also fluent in the language of love, he is the perfect resource for creating a brilliant profile for your online dating success.”

**~ Leilla Blackwell, Relationship Revolutionary
Bringing PASSIONate Men and BLISSful Women
a deeper experience of love**

“As founder of Singles in the Suburbs, I hear the same complaints day after day: “Online dating is awful!” “There are just a bunch of liars online!” “You can’t meet relationship minded people online!””

When I first met Dave, I felt exactly the same way! Fresh out of a 5-year relationship, I took responsibility for my dating history, stopped complaining and started changing! I went on 35 dates in 35 days, meeting people I wouldn’t normally meet, doing things I wouldn’t normally do, all to learn what I was doing to sabotage my relationships. Dave helped me every step of the way!

Dave showed me how my words and actions attracted the exact opposite of the man I was seeking. He helped me get clear on my value and gave me the confidence, and words, to express that to the world. Following his advice, I was able to clearly state what I wanted in a potential partner and this gave me the confidence to navigate around the people who didn’t fit that definition. I was now attracting the RIGHT people.

Not only did Dave give me the tools to ENJOY dating, he motivated me to take my story to the world and inspire others to do the same! Dave is not only an expert full of great advice but he is a friend and motivator who truly wants you to find love. Grab his book as soon as you can!”

**~Rita K. Goodroe,
Founder of Singles in the Suburbs
& owner of Rita Goodroe Coaching, LLC**

*“Nothing to lose, **everything** to gain! Online dating is here to stay, and if you are choosing this method to find your mate then it makes perfect sense that you’d want such an experienced and wise expert like Dave coaching you through the process. If all it takes is one awesome book to get you the love of your life then you’d be crazy not to take this incredible advice.”*

**~Debra Faith Warshaw
The Bold & Sassy Love Coach**

“Working with Dave is a true team effort. He listened to me and immediately knew where to improve my profile and to add “The Truth” where I needed to be honest about myself. The response was overwhelming. I went from hearing from a couple of men a week to an average of 5 a day. Dave’s system works!”

**~Suzanne O., Entrepreneur &
Catch Your Match success story**

“After a year of self-imposed singledom, I was ready to get back into the game but knew I needed to do something different this time round to attract the kind of man I wanted in my life. That’s where Dave came in. Among the million other things, Dave taught me that it was important to let things unfold naturally and to let men prove their worth to me. So it wasn’t completely serendipitous when only a few months later I met my current partner who I am madly in love with. Dave’s advice works quickly!”

**~ Alexandra M.
Entrepreneur & Catch Your Match success story**

“Having become jaded about online dating yet respecting Dave's expertise, I was interested to learn his formula and see how it worked. Dave clearly explains what works, what doesn't work, and why. It all makes sense when it is explained so clearly. Most of what we do in life is marketing in one form or another and while it may sound cold, a dating profile is a marketing piece so knowing what is effective for the target audience is HUGE. One of the big things for me is that it shows a way to create a profile that is authentically me and shows me at my best while not being cliché, gimmicky, or like a thousand other profiles out there. How has it worked for me? I am enjoying the process more, hearing from more men, and more importantly hearing from men more aligned with who I am and who I am looking for. It has opened up a different perspective of the online dating and has been a more fun experience for me.”

**~Andrea G.
Entrepreneur & Catch Your Match success story**

The
Catch Your Match
Formula™

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Match
Formula™

How To Create An Online Dating Profile
That Really Gets Results!

Dave Elliott

*This book is dedicated to
my beloved wife,
Katrina.*

The Catch Your Match Formula

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Dedication

Writing my first book has been a labor of love.

It has also been a labor for love,
about love and to create even more love in the world.

I dedicate this book to my dear wife, Katrina,
for without her, it wouldn't exist.

Not only does she inspire me and support me
to live our mission to travel the world to touch, move
and inspire others in the area of relationships,
but it is also her selfless sacrifice that makes it
possible. Her flexibility allows me to stay up late,
work weekends and generally
make this book happen when my work-week time
is booked serving clients from all over the world.

Her patience, tolerance and
willingness to be flexible are invaluable to me.

I hope that if this book serves you or moves you in
any way and if you ever have the opportunity,
you will thank her for her sacrifice just as surely as
you might thank me.

Acknowledgments

As I celebrate the completion of my first book, I am filled with gratitude for everything that led me to this moment in time. Some of those things just might surprise you!

I was blessed to be given up by my birth mom as a newborn infant and adopted at the age of three months old. I guess you could say I was born with a life-long interest in forming loving and long-lasting relationships.

I am grateful for my ex-wife who made me see how much I *didn't* know about relationships back when she asked for a divorce. It was the disappointment and pain of that failure that committed me to mastering this area of my life.

I am blessed to have a daughter who taught me the hard way how to love unconditionally and no matter what. Somehow, she became one of my greatest teachers when I foolishly thought I was the one who was supposed to teach her.

I am grateful for the business advisor who arrogantly told me my business would fail within five years. Ironically, my business made it and continues to grow. He was the one who didn't make it because I fired him.

While you may think it strange that I share these private stories that could be perceived as “challenges,” I do it to point out a universal truth that is as true for me as it is for you, my dear reader. The plain fact is, even when it may have seemed otherwise

in the moment, life was never happening *to* me. It was always happening *for* me. It was simply my job to figure out *how* it was serving me.

I suggest that is true for you, as well. You probably picked this book up because you have not yet mastered this area called relationship. Perhaps, like me, you also have some things that seem pretty painful or make you less than proud. If that's the case, I offer you this simple thought: You're absolutely on the right track, right now. And so am I.

It was my own pain that served me when it led me to discovering the life-changing magic of personal development quite by accident. I want to thank the incomparable Stephen Covey because it was his book *The 7 Habits of Highly Effective People* that opened my eyes and changed my world. From there, I discovered the wisdom of the universe and I stood on the shoulders of giants in my quest for answers.

I humbly thank Tony Robbins because it was his influence that changed my world perhaps more than any other. He gave me the skills to master my own life. He taught me to become a coach in order to serve some of the finest people I know all over the world. He introduced me to my Senior Leader global family of choice, a community of dear souls and experts in the art and science of servant leadership. I also met my beloved wife through the Anthony Robbins organization, so I am beyond grateful.

I also want to thank some of the other personal development giants who have inspired me and blazed a trail before me. Alison Armstrong opened my eyes to the hero within me and all men. Wayne Dyer helped me learn how to change the way I looked at things and eventually, the things I was looking at changed. Michael Beckwith convinced me to just take the leap when he taught me that God doesn't call the qualified, but instead

qualifies the called. Marianne Williamson called me out and practically forced me not to play small any more. John DeMartini taught me how to collapse what didn't serve me, honor my value and speak my truth. Brene Brown showed me the stunning beauty and sheer power of raw vulnerability. My friend, Mastin Kipp, introduced me to a wider audience when he featured me in *The Daily Love*.

I'm incredibly grateful for my editor, Julie Keywell, whose attention to detail is simply remarkable and for my author's consultant, Heather Shreve. Both of these ladies help me look good. Heather's the one who came up with the title for "*The Catch Your Match Formula*" and pushed me to do the book, so I owe her a huge debt of gratitude.

I'm humbly grateful for it all because it brought me to this wonderful moment right now. The big wins and the blessings. The challenges and the setbacks. The choices made. The roads not taken. I'm grateful for it all.

It hasn't always been easy. It hasn't always been painless. It hasn't always been the most direct route. But here's what I absolutely know for sure: It's all been absolutely worth it. No matter what's happening, or has happened in the past, just keep going.

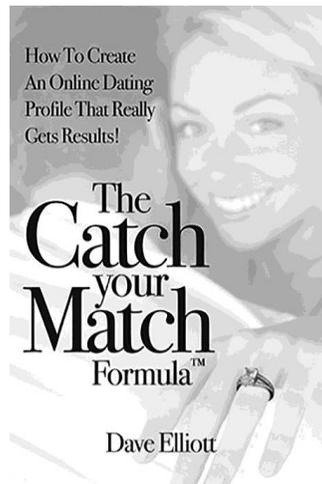
It's my sincere hope that the information in this book helps you to find a love that heals your old wounds, makes you an even better person than you already are and is real, lasting and fulfilling. In other words, I hope it serves you in finding your very own *Legendary Love For Life*.

The Catch Your Match Formula

Introduction:

Exactly What IS A Catch Your Match Formula™ and Why Do You Need It?

As I sketch out the content for this book, it occurs to me that I didn't so much choose to write it...because in a way, it kind of chose me. That's because I realize the sequence of events that led to it were set in motion several decades ago, before I even knew all that much about relationships or advertising, sales or communication or negotiation...or any of the many skills and abilities that all came together perfectly and gave me the ability or knowledge to create this today.



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Let me start at the beginning. It all began more than 30 years ago with a 9th grade dance. Seriously. One of the very first women that locked me up tight in “the friend zone” had a younger sister who wanted a date for her 9th grade dance. I was a few years older at that point but due to the forces of sheer proximity, I was asked to take her. And of course, like any “nice guy” would, I obliged.

Fast forward 30 years later and I reconnect with the woman who “friend-zoned” me back in high school through a chance meeting in a restaurant. Shortly thereafter, I also reconnected with her sister on FaceBook - the one I took to the dance. I hadn’t seen either of them in more than 25 years because we all went our separate ways and had families. Some months later, we got together for a lunch to catch up with one another when the sister happened to be in town for a visit.

About a year after that lunch-time reunion, this woman, whom I escorted to her 9th grade dance, asks me for advice on a dating profile she is filling out. She asks me because she knows that I’m a Relationship Coach who helps a lot of people, women especially, stop sabotaging their relationships. (That’s not because women have any more responsibility than the men...it’s simply a reflection of my expertise and the proven track record of results that I’ve gotten for my clients.) Instead of that slightly awkward, inexperienced teen, she’s now a beautiful, smart, fun, Chief Financial Officer – and an incredible catch.

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When she shares with me what she's planning to do with her dating site profile, I am absolutely stunned by how bad and ineffective it would be if she actually did it. It occurs to me that writing a great dating profile is a skill that is both highly needed, and not commonly understood, no matter how good a catch you are or aren't. That's when I realized just how important this book is.

In my line of work, I hear it all the time. People say they can't meet anyone. They tell me dating sites don't work. They focus on the challenges instead of the opportunities. I tell them that dating sites can, in fact, work great – it's bad dating profiles that don't work.

First Things First:

Why Even DO an Online Dating Site Profile?

Like all things, technology is a double-edged sword. While it has flattened, reduced and improved our world immeasurably, it has also brought with it certain unsavory elements like computer hackers, data thieves and closet exhibitionists who see that little mobile phone camera as an invitation to take their private parts public. Yes, I've heard online dating referred to as a "Human Safari." Yes, I know all about people whose so-called profile pictures were taken during the Nixon administration when they were 100 pounds lighter and weren't parting their receding hairline on their back. Yes, I know all about scams and con artists who seek to bilk love-starved

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people out of their hard-earned money with all kinds of phony-baloney stories. (DO NOT do it.) Yes. I hear about creepy jerks who ask for naked pictures to “prove your love.” (DO NOT do it.) Yes, I also hear about gross, unsolicited blanket “sexting” photos of some guy’s “junk” – and I don’t care if he IS a sitting U.S. Congressman (DO NOT do it.) Yes, I understand there are a lot of very sound and reasonable reasons to stay away from online dating. However, the fact remains: online dating is **still** a viable and effective tool. The trick is to simply make sure you avoid connecting with a “tool.” Of course, that’s a little bit of a joke, and I’m afraid there’s only ONE reason why you SHOULD still do it.

The reason why I still recommend online dating profiles is because it’s just one part of the right “media mix.” Let me explain. Even when it seems like the creeps are everywhere, the truth is, there are good people scrolling through those very same websites. (I mean, you’re there, right?) The thing is, an online profile works 24/7 while you’re sleeping, working, parenting, out of town, etc. There’s still no substitute for a great profile that works. And when you add in the right mental focus and clarity of purpose, with a sense of humor and some fair and reasonable BS boundaries, it’s a solid formula.

One of the most important distinctions my clients must make before they can truly be successful in “Catching Their Match” is they must, must, must come to know, recognize and appreciate **THEIR OWN VALUE!** Want to hear a secret? Guess

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how someone finally starts to see, hear, feel and KNOW their own value? Usually, it's right about the time some jerk does something inappropriate and they simply say "what a jerk." That's it. They don't freak out. They don't over-dramatize and make a big deal of it. They don't have to run to FaceBook and share it with the world as a means to gain significance and sympathy. And they definitely. Don't. Quit. Simply put, they stand their ground, *refuse* to let a jerk chase them away and they become *grateful* that with every jerk they quickly weed out, they are one step closer to the one they seek!

Why You'll Never Meet Great-Quality Dates with a Poor-Quality Profile –And What To Do about It.

As a relationship coach who gets exceptional results for my clients and a former award-winning ad man, I need to talk to you about the art and science of writing a great dating site profile *advertisement*. I stress the word advertisement because it seems like far too many people on dating sites are unaware that their profiles are really nothing more than a way to quickly advertise THEMSELVES to potential "buyers" – or in other words – people who buy into what they have to offer.

Think of it this way:

- Have you ever seen a TV commercial for a car that goes on and on for the entire 30 seconds about everything you have to do in order to be a potential driver or buyer?

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- Have you ever seen a commercial for a toothpaste that tells you all the things it doesn't do and won't do ever again?
- Have you ever seen a commercial for a cleaning product that never even tells you why you need it?
- Have you ever seen a commercial for a restaurant that doesn't tell you why you should eat there rather than at their competition?

Of course, you haven't. That's because it would be a huge waste of time, money, resources and effort that was doomed to failure. Yet you can go on any dating site out there and within minutes, you'll find examples of exactly this kind of wasted effort – and those people will be the first ones to say dating sites “don't work.” You'll find the profiles that pontificate endlessly on what they're looking for in a potential partner, yet never mention a word about what they're prepared to bring to the table. You'll find the profiles that do a great job of confessing the sins of their exes yet never bring up their role in the disconnect or focus on gratitude. If that's the kind of relationship you're selling, it's no wonder people aren't buying.

The problem is that in a world of iPhones, iPads, iPods and bad iDeas, bad dating profiles tend to be entirely “I-framed.” I do this. I do that. I like this. I want that. I need this. I won't tolerate that other thing. The only time they mention their partner is when it's about what THEY have to do. It's an entirely self-centered and narcissistic exercise in futility that doesn't bode well for the

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future. The truth is that successful dating, and successful relationships, are crafted by being “U-framed.” It’s about coming from an understanding that **YOU** (their partner) deserve to have your needs met as well. You deserve to be loved and adored like never before. You deserve to feel fulfilled and appreciated. You deserve to be seen and understood. Simply put, a great dating profile is crafted on the premise that it’s not all about what I, the writer, might want. It’s about acknowledging that *you*, the potential partner, also deserve to have your needs met. It’s about saying **HERE’S WHAT I BRING TO THE TABLE FOR YOU**. Anything less than that will cause competition and struggle between both partners.

In Chapter One, I’m going to set you up for success by quickly bringing you up to speed on a few key advertising concepts that will make all the difference in whether your profile gets the results you want.

The Catch Your Match Formula

About The

Author:

**Dave
Elliott**



When it comes to making sense of the often mystifying topic of relationships, Dave Elliott, an international relationship coach, breaks down complex concepts into easily understandable principles and practices. Whether he's working one-on-one with a client, being interviewed by the media, writing an article that goes viral on the Internet or creating another relationship product, his advice is right on target because he tells it like it is and breaks it down in simple terms.

Dave saw too many good people struggle in their dating lives because they were having trouble standing out from the

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crowd and connecting deeply with other singles. As a result, he set out to write a book that would give people a smart, real-world and no-nonsense approach to building rapport both online and in person. His background in both coaching and advertising was filled with a whole toolbox of professional-quality tools that could be taught easily and effectively in order to make a huge difference quickly and end their struggle.

Dave is known for getting results with a variety of techniques that enable rapid transformational change. With his experience and training, Dave helps teach others how to effectively understand, predict and even influence human behavior. Dave's main focus is helping people navigate the uncertainties of their most intimate relationships. His specialty is helping women learn to understand men and work with them much more effectively in order to bring out the very best in them rather than suffering through the worst *from them*. Plus as a Neurostrategist, he provides people with the awareness and specific strategies for success that they need.

After his own marriage ended in a painful and disappointing divorce, Dave used that experience to drive him to discover just what it takes to create A Legendary Love for Life, which is coincidentally the name of his coaching business. After researching and learning about everything he could find in the field of human relationships, he took the very best information

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and perfected it to make it easier to learn, more memorable and even more effective.

The good news is that on his journey, he met and married a woman who shared his commitment to mastering the area of relationships. Today, he and his wife, Katrina, share a mission to travel the world to touch, move and inspire others in healing their own wounds and forming more conscious, loving and evolved relationships. Together, they look forward to perhaps meeting you at an upcoming seminar or presentation.

In addition to sharing his expertise on TV, on radio, live on stage and as a highly sought-after expert blogger on popular relationship Web sites, Dave has also created and markets his own personal line of products.

His rapid relationship turnaround CD, known as [The H.U.G. & K.I.S.S. Hierarchy](#), will help you elicit and unlock your partner's – or your own – exact love and attraction strategy. This technique is incredibly powerful and transformational because it gives you the exact combination that will open your partner's heart any and every time so they feel loved in **exactly** the way they **NEED** to be loved.

In addition, he's also the Creator of The ManMagnetics Formula™ – a free Web site that teaches women the nine secrets to bring out the very best in men so they can avoid settling for the

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worst. You can learn all about it and watch hours of free video instruction at www.manmagnetics.com.

Currently, Dave and his wife, Katrina, go back and forth between their home in Australia and Dave's hometown of Baltimore, MD in the United States. When they're not traveling, teaching or coaching, they're usually renovating a house or spending time with their friends and family, including their amazing grandson, nephew and niece whom they adore.

Every year, people throw more than \$1 BILLION into online dating – but 80% of those people come up empty-handed, frustrated, disillusioned and even broken-hearted. But it's not because online dating doesn't work...

Online dating DOES work! It's bad dating profiles that don't work!

If you want to create an online dating profile that gets results, you're going to fall in love with The Catch Your Match Formula™. Written by international relationship expert and dating coach, Dave Elliott, this book is a must have if you want to stop wasting time and draw in the right prospects while weeding out the wrong ones. It also helps you articulate what you want – and what you don't – in an incredibly compelling and articulate way so that great prospects seek out and pursue you!

Dave wrote this innovative and ground-breaking new book after watching too many of his clients struggle in frustration. After one look at their profiles, he knew why. Online daters seldom realize that their dating profiles are ADVERTISEMENTS and an ad that doesn't GENERATE A RESPONSE is a useless waste of time, money and effort! Most people fill their profiles with a bunch of random wants, needs, demands and complaints that interest no one. Is it any wonder why they're failing?



In this powerfully simple new book, Dave Elliott uses his expertise in human motivational psychology and relationship coaching – plus his nearly 25 years of experience as an award-winning ad agency writer and producer – to help you defy the odds and discover the secret to finding love online: It's a lot easier to Catch Your Match when you finally realize you're the one who's a great catch! Pick up this book today and start creating a love story of your own...the kind that comes with a very happy ending!