

## **Online Dating - Make a Connection with an Impressive Video Profile**

If you're a member on a dating website, you may have the option to not only post your picture, but also make a profile video. Perusing the site will let you know if it is generally expected on the particular site. Having an impressive video on your profile may be just what you need to connect with your soul mate online!

The reason that video profiles can be so successful is that they allow you to market yourself to a target audience as an effective form of advertisement. 'Targeted marketing' allows you to communicate with those of certain areas of interest, and will increase your chances of receiving a positive response.

This is actually the big advantage to online dating. You may simply connect with several different people that may or may not lead to eventually finding the right person, or you could add a targeted video profile to pre-select and narrow your search.

Videos also create value to the viewer. Body language can tell a person so much more than what is coming out of their mouth. This allows other members to get a good idea of who you truly are, and will also save their time if you're not offering something they're looking for. Conversely, the matches you do hear from will be more likely to have much more in common with you.

Reducing the pool of people to choose from both saves you time and energy, and increases the likelihood of finding an ideal match. There is much less sifting, back and forth communicating, and reviewing other profiles that turn out to be unimpressive and not a very good match – thus a great reason for including a video profile!

In addition, video profiles allow you to show your best side and put your best foot forward. Humans are hardwired to first be attracted to someone as a result of their appearance. This not only means the person's looks, but also their tone of voice, body language and even choice of words and vocabulary.

After a person gets to know another, attraction stems from true understanding and common interests. Although many of these decisions are made before ever knowing the person, using a video profile can be used to help entice other members to keep looking at your profile information.

Both parties are able to save time in the transaction, as they now have a way to pare down their choices. If they decide your video profile is not exciting, they are saving your time by not dragging out an entire dating process, and vice versa.

A common complaint about online dating sites is that they require several matches before finding a possible partner. Adding a video profile allows others to seek you out and vice versa, and will help to encourage anyone you may truly be compatible with to check you out. Always try to add a humorous touch to the video for a lasting impression, too.