# Lessons from Tinder: 5 ways to make yourself memorable

Vhoever said what you learn in the classroom can't be applied to the real world obviously never took a marketing class. Curious a see if you could apply the marketing knowledge to increase your matches? Go for a handful of basic techniques to improve our Tinder profile and form some epic connection as you go along the way. Consider class is in session.

# esson 1: Use the K.I.S.S. framework in your bio.

his stands for Keep It Simple, Silly. Basically, if you over-complicate your message, you run the risk of confusing and isengaging your audience. Think of your bio as a small segment to talk about your most relatable and unique qualities. You rant to capture the attention of your fellow swipers while leaving some room for curiosity. It's simple enough for people to quickly nderstand while subconsciously demonstrating that you are funny and humble.

### esson 2: The pictures you post matter.

his one seems obvious, but your potential matches are subconsciously processing your pictures while flipping through their tack. Certain types of photos, like those of you smiling, have been linked to the perception of being more attractive. In turn, eople assign positive traits, like friendliness, to you.

rom there, it's about highlighting yourself. No matter how cute you look with your friends, 100 percent of your photos should be f you and only you (except for the occasional puppy). This goes back to the old marketing rule that if you don't want your udience to think of something (like other people), don't remind them by showing it.

# esson 3: Timing is everything.

'roperly time your interactions. Send a first<u>message or response</u> to someone around 5:30 or 6:00 p.m. Usually, people have just nished or are finishing work or class, and they are subconsciously experiencing a sense of relief and happiness. Since most are naware of this subtle mood change, it's the perfect opportunity to initiate a conversation. The person you're talking to may just nink their improved mood is solely because they received a message from you.

#### esson 4: Personalize your messages.

starting and keeping conversations going can be hard, but letting people talk about themselves is easy. Talking about yourself timulates the areas of the brain associated with reward. So when chatting with your new matches, skip the what's-new-on-Netflix anter and ask pointed questions about them. Engaging in this way motivates your matches to respond in an authentic way. For xample, if your match has a nice quote in their bio, you could begin the conversation by referencing and asking about it. This emonstrates a clear interest in their passions and allows them to express themselves with authenticity.

### esson 5: Make yourself memorable.

<u>conversations</u> require the participation of more than one person, which means you can only get so far by asking questions. For xample, when someone asks you about a memorable vacation, instead of dropping the name of a destination, tell a story about

our time there. Start with the situation (you were <u>studying abroad in London</u> and wanted to get away for the weekend) and escribe the events leading up to booking your trip (you went back and forth on places with affordable flights and cool sights to ee). Use this to demonstrate parts of you that are not easily understood through text, such as spontaneity or loyalty (you ended p in Amsterdam because one friend was dying to go the tulip festival). Touch on the tasks — or events — that made this trip so wesome. Lastly, share the result of the story, or what you learned about yourself (even though you had no idea where you were, ou ended up seeing places and meeting people you never thought you would). It sounds like a lot, but in one structured story nd conversation, you've told someone a lot about who you are.

https://in.tinderpressroom.com/Lessons-from-Tinder-5-ways-to-make-yourself-memorable