VANTAGE MEN · PROGRAM 3 OF 10

Dating Profiles That Get Matches

Photos, prompts and bios built on what app research shows works, not on guesswork.

Complete tier

The full 30-day program with every exercise and script

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Lessons

Module 1: How the apps actually work

Apps show you to people who are likely to like you back. Early engagement on a new or refreshed profile matters.

The algorithm rewards engagement, not swiping

Hinge's algorithm, as explained by insiders, uses a version of the Gale-Shapley matching idea: it learns who is likely to like you back and shows you to them. Mass-liking everyone teaches it you are undiscerning and lowers your matches' quality.

Like selectively, comment rather than just like, and reply to matches within a day. Hinge's own research reports that comments on prompts lead to more dates than plain likes, with prompt likes reportedly 47 percent more likely to lead to a date than photo likes.

Treat a profile refresh as a relaunch: new photos, new prompts, then a week of deliberate, selective engagement.

Photos and prompts are read together

On Hinge, photos and prompts are interleaved, so people read your profile top to bottom like a short story. A serious photo next to a joke prompt is confusing; a consistent tone is persuasive.

Decide on your tone first: warm and dry, outdoorsy and calm, playful and curious. Then make every photo and prompt fit it.

A great bio cannot rescue bad photos. Fix the photos first.

Module 2: Photos

Six photos, each doing one job. No selfies, no sunglasses in the first three, no group shots where she has to guess which one is you.

The six-photo structure

One: a clear, well-lit head-and-shoulders shot with a genuine smile, taken by someone else. Two: full-body, doing something or going somewhere, showing your build honestly. Three: you in a social setting, visibly enjoying people (you clearly identifiable). Four: a hobby or craft in action. Five: a travel or outdoor shot with good light. Six: something that shows warmth, such as with a pet, a niece or nephew, or cooking.

Logan Ury, Hinge's Director of Relationship Science, is quoted saying non-selfie photos perform better and that group photos make it hard to identify you. Take her literally.

Each photo should give her something to comment on. A photo of you holding a fish gives her nothing; a photo of you failing at pottery gives her a line.

Testing with data

Photofeeler lets strangers rate photos on Smart, Trustworthy and Attractive for the dating category. Test eight to ten candidates and keep the top six. Your friends and your own eye are unreliable; men consistently pick their least flattering photos.

Self-assessment matrix

Circle one number per row. Be honest; this is for you. Score today, at day 15 and at the end of the program.

Scoring

Before = today. Day 15 = midpoint. After = end of the plan you are following.

Criterion	1 looks like	5 looks like	Before	Day 15	After
Photo quality	Selfies, dark, old	Six tested, well-lit photos by someone else	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Photo variety	All the same angle	Each photo has a distinct job	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Prompt specificity	Generic lists	Concrete, warm, reply-able	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Tone consistency	Mixed signals	One clear voice	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Long-term signals	Nothing about character	Warmth, life, playfulness all visible	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Engagement habits	Mass likes, slow replies	Selective comments, same-day replies	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Match rate	Few or none	Steady matches with women I want	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Match-to-date rate	Chats fizzle	Dates proposed within a few exchanges	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Total (out of 40)			__	__	__

Reflection

Before: my lowest row is _____. The last time it cost me something was _____.

Day 15: what changed: _____. What is still hard: _____.

After: biggest shift: _____. Next program I will take: _____.