BONUS EBOOK · NOIR CIRCLE

The irresistible profile kit

10 dating-app bios, the photo brief, the Instagram checklist, 30 opening messages and a 7-day action plan.

Noir Circle

Everything you need so your dating profile and your Instagram attract serious, established men, and filter out the rest. The companion to your Noir Circle ebook: the ebook tells you where to go, this kit helps you get noticed once you're there and online.

1. The 10 app bios, ready to adapt

A good bio does three things in under 300 characters: it shows you have a life, it gives him something to start a conversation with, and it calmly says you're looking for something serious. Choose the one that sounds like you, then replace the parts in square brackets with your own.

1. **The active elegant**: "[Job] by day, [passion] at the weekend. I love dinners that run late and mornings with no alarm. Here for something real."
2. **The traveller**: "Latest crush: [city]. Next destination: to be decided. Looking for someone to plan it with."
3. **The curious one**: "I read [type of books], I cook [dish], I ask a lot of questions. If you've got a good story, I'm listening."
4. **The sporty one**: "Padel in the morning, a terrace in the evening. Energy, good vibes and zero drama. Serious relationships only."
5. **The proud homemaker**: "Family, a warm home and big tables full of people. Looking for a man who shares the same values and knows what he wants."
6. **The straight talker**: "Not here to collect matches. If you know what you want and you love [shared passion], we should talk."
7. **The culture lover**: "Gallery openings, the opera or just a stroll through the city: I love what feeds the soul. Looking for a partner, not a pastime."
8. **The bubbly one**: "I've been told I laugh too loudly. I haven't changed. Bonus points if you can make me laugh too."
9. **The expat**: "Settled in [city] for [x] years, I speak [languages]. Looking for someone rooted here, not just passing through."
10. **The mum**: "Mum to a little [boy/girl] aged [age], organised and full of life. Looking for a stable man who understands that my family comes first."

The 5 bio mistakes that send established men running

- Talking about money or status: "looking for a successful man", "generous gentleman"
- A list of demands: "no…", "if you're not… swipe left"
- An empty bio or a single emoji: he has nothing to start a conversation with
- References to partying and drinking: "champagne lover", "party girl"
- Your Instagram handle in big letters with "follow me": it looks like you're hunting for followers

2. The photo brief

On an app, your photos do most of the work. The goal isn't to be the sexiest. It's to look elegant, happy and surrounded by people.

The 6 photos of the ideal profile, in this order

1. **A smiling portrait**, natural light, sharp face, looking at the camera. This is your main photo.
2. **An elegant full-length shot**, in a "quiet luxury" outfit, somewhere beautiful.
3. **Travelling**: a city, a landscape, a terrace. You in the foreground, not a postcard.
4. **Doing something**: sport, cooking, reading, a museum. Show your life.
5. **With friends**: you're the most visible, they're blurred or seen from behind. Prove you have people around you.
6. **A dressier photo**, an evening out or a dinner, understated and chic.

The brief to give a friend or a photographer

- Light: outdoors, 1 hour before sunset, or near a big window during the day
- Background: simple, elegant, no clutter, no crowds
- Outfits: 3 different outfits in one session (one light, one neutral, one dressy)
- Poses: natural, in motion (walking, laughing, looking away and then back at the lens)
- Quantity: 150 to 200 photos to keep 6 excellent ones

Off-limits

- Bathroom or car selfies
- Heavy filters and photos retouched so much you're unrecognisable
- Group photos where no one can tell which one is you
- Photos with a man (even your brother)
- Photos in luxury cars or private jets that aren't yours

3. The Instagram checklist

An established man looks at your Instagram before the second date. Tick off every point.

Your profile

- [ ] Profile picture: smiling face, natural light, simple background
- [ ] Name: your first name, not a nickname
- [ ] Bio: what you do, where you live, one passion. No quotes, no strings of emojis.
- [ ] No link to a shop or a paid account

Your grid (the last 12 posts)

- [ ] At least 3 photos of you, elegant and smiling
- [ ] Travel, nature, your sport, your cooking, what you're reading
- [ ] Photos with friends and family
- [ ] No provocative swimsuit shots or suggestive poses
- [ ] No nightclub photos with bottles
- [ ] No photos with an ex

Stories and highlights

- [ ] Highlights organised by theme: Travel, Cooking, Sport, Friends
- [ ] No stories at 3 a.m., no stories of boozy nights out
- [ ] No stories complaining or settling scores

The final test: if his mother came across your profile, would she feel reassured? If so, it's ready.

4. The 30 opening messages for the apps

Rule: build on what he shows, never on his money or his status. One question, short and light.

About a trip (1 to 8)

1. "Your photo in [city] made me want to go back. Was that for work or a holiday?"
2. "[City]! Did you find a good spot there, or should I keep mine to myself?"
3. "Looks like you've caught the travel bug. Where's next?"
4. "I see mountains. Are you more skiing or hiking?"
5. "Where's that sunset? I need to add it to my list."
6. "Do you travel with everything planned, or on the spur of the moment?"
7. "The best thing you've ever eaten on a trip? I'm looking for ideas."
8. "You seem to know [country] well. Any tips for someone who's never been?"

About a sport or a passion (9 to 16)

9. "Golf or padel? I need to know whether we'll be able to play together."
10. "You look serious about sailing. How long have you been at it?"
11. "A man who runs in the morning. Are you going to motivate me or scare me?"
12. "Do you really cook, or is that a chef's photo?"
13. "Red or white? It's an important question."
14. "What are you reading at the moment? I'm looking for my next book."
15. "That dog is gorgeous. Is he the one in charge at home?"
16. "You play [instrument]? Since you were little, or later on?"

About his bio (17 to 24)

17. "You say you love [x]. Convince me in one sentence."
18. "Your bio made me smile. Did you write it yourself?"
19. "[Line from his bio]... I need the story behind that."
20. "You seem to know what you want. That makes a change."
21. "We've got [passion] in common at least. Good start."
22. "Your bio says [x]. I'd say [y]. Shall we debate it?"
23. "Simple question: what does your perfect day look like?"
24. "What made you smile today?"

Light and universal (25 to 30)

25. "Are you more of a coffee-on-a-terrace person or a three-hour-brunch person?"
26. "A good question to start with: sea or mountains?"
27. "You look like someone who knows all the best places. Am I right?"
28. "Your best memory of the year?"
29. "What's the most spontaneous thing you've done recently?"
30. "I'll let you pick the topic. But fair warning, I ask a lot of questions."

After 5 to 10 exchanges: suggest a real date, a drink or lunch, somewhere public. A busy man doesn't chat for three weeks.

5. The 7-day action plan

Day	Action
1	Choose your bio from the 10 and adapt it
2	Organise your photo session using the brief
3	Sort through them: keep the 6 best photos
4	Run your Instagram through the checklist and archive anything that doesn't pass
5	Update your app profiles (The League, Hinge, Inner Circle)
6	Send 5 opening messages from the list
7	Suggest a date to the most promising conversation

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