

## MaleCall } Romance Marketing 201

Last month, we promised to show how to put some tasty-looking foam on the beer of Internet dating, or for you teetotalers, how to put the Splenda in the Blenda – that is, how to entice beaus and avoid beau-zos. (Never let it be said that Male Call lets a good pun go unrepeated.)



**JAMES ROBERTS**

Phoenix

But first, let's get rid of some of your delusional ideas that don't really help the cause.

You are not younger looking than your age...especially the next morning.

Your ability to laugh loudly does not constitute a sense of humor.

You're probably not as all-fired honest as you claim. In fact, statistics show that nearly everyone fibs and considers "white lies" to be hunky dunky.

You're not really a "glass-half-full" sort of person. C'mon, do you really look on the upside of everything?

Ladies: "petite" means small or little, not short, no matter what your clothing store says.

Guys: You're not going to grow to your advertised height of 6'1" from your actual 5'8" between the time you write your ad and the time you show up at Starbucks.

Now, look back at the top and notice we said "show." Taking a cue from people who attract eyeballs for a living, movie writers, the classic phrase is "show, don't tell."

Don't tell us you have a great sense of humor...write something funny. What a novel idea! Do you prefer the brothers Marx or Brothers Karamazov for your jollies? George Lopez or George Bush?

Love the outdoors? We talking about driving with the windows down ... or backpacking through Nepal?

"Big heart?" Do you volunteer at the no-kill cockroach shelter or serve breakfast for the homeless?

In short, don't just list a bunch of subjective adjectives that all your mawkish Air Supply-loving competitors are using; instead, create mini-stories that illustrate what a box of birds you are to be with.

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*James Roberts is a significantly over 40-something Phoenix-based writer, author of "On Being Eight Again" and "The Tao of Coyote." Divorced with no children, he has been exploring the dating scene and collecting tales of woe for many years. Need a guy's perspective? Jot a note to Male Call at jrobertpenn@aol.com.*

For those not up on their New Zealand slang, a *box of birds* is roughly translated as "cheerful, happy, very good."