



## Mardie's Top Twenty Profile Tips

1. Imagine yourself as a birth mother. Put yourself in her shoes. What would you want to know about prospective adoptive parents?
2. Share with her your genuine feelings, written personally. This will touch her heart and set you apart from other Dear Birth Mother letters.
3. Tell her that you will love her child unconditionally.
4. Birth mothers are looking first and foremost for a family they can trust.
5. Don't make your profile too good to be true. The birth mother will sense that you're trying to manipulate her to get her baby and she won't trust your words.
6. Don't misrepresent yourself or try to impress by stretching the truth. Be yourself.
7. Tell stories; they move readers and are the most natural way to communicate.
8. Have several friends and relatives review the draft of your profile and make suggestions.
9. When you write about your life in areas such as Around the House, Holidays, Work, Your Passions, tell about the unique things that make you who you are.
10. Phrase your profile in a way that will not offend anyone. For example, don't write: I can provide your child a home you never could; instead say: I can provide a loving and safe home for your child.
11. Your faith may be important to birth mothers, but be brief when writing about it.
12. Don't preach or sound like you're trying to convert or rescue a birth mother. She'll sense that you're judging her for her lifestyle.
13. If you have a passion, for example, about basketball, don't bring it up in every paragraph. A birth mother wants adoptive parents with balance in their lives.
14. Don't whine about your infertility, or the birth mother will believe you have unresolved infertility issues.
15. Briefly mention, if applicable, that you've tried to conceive, that doctors did all they could and that now you're thrilled to bring a child into your lives through adoption, if this is, in fact, what you did.
16. Your profile and the website where it's posted are the first images a birth family will see to judge you as prospective parents. Make the best first impression you can!
17. Few birth mothers respond to profiles or websites that are cluttered and poorly designed.
18. The number one reason that web users click off a page is slow downloading. If your profile doesn't load fast, put it on another site with a faster server or reduce the size of your images.
19. Be there when the birth mother calls. Be sure there's a live person to talk with her—i.e. your adoption professional, a friend or relative or answering service personnel; it should not be a voice mail if possible.
20. Have fun creating your profile and it will show you are really happy about adopting!