



# **MEN'S GUIDE TO WRITING A MARRIAGE BIODATA**



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## The Art of Describing Yourself

Let's face it. Our behavior is distinctly different from that of women. Most of us lack the ability to be in tune with our feelings and express our feelings in words. While there are plenty of exceptions among men, most of us need help in bringing out our real feelings.

Describing yourself accurately, and at the same time packaging your words in a way that will grab a women's attention is not easy. However, there are broad guidelines to keep in mind when describing yourself in your biodata for marriage. Follow these guidelines, and you are bound to dramatically improve the chances of hearing back from women that see your profile.

### Practical Tips

#### Your biodata for marriage should focus on your personality

Writing about yourself for online matrimony sites should primarily focus on bringing out your personality. Hard facts such as your age, height, weight, etc. should not be the only focus of your biodata for marriage. While these facts are important qualifying criteria for women as well as men, your personality should take up the center stage.

#### Your profile description should be accurate

False advertisements are always short-lived. If your primary goal is to get married, you will have to be sure of your chances of moving the process along, when you actually start interacting with a prospective wife. Lies and half-truths will reveal themselves eventually and will leave you red-faced.

#### Your profile description should tell a story

Raise your hands if you hate real stories. The chances of anyone, especially women looking to get married, not wanting to know your "story" is probably slim. Telling a story that brings out your personality is not easy, but if done right, can make your matrimonial biodata stand out from the crowd of uninspiring and stereotyped biodata, that people generally end up writing.

#### Seek help from women among your family and friends

When you are describing yourself in your biodata for marriage, first write it down on a piece of paper and when you are satisfied with what you have written, share it with your sister, mother or even friends. Seek honest opinions from the opposite sex and you are bound to get tons of feedback and validation of what you have written. Don't shoot from the hip!

## Why Is Your Matrimonial Biodata Important?

You are single and ready to find the girl of your dreams. Finding a wife is not very different from finding a job. Let's rewind to a few years ago when you graduated from college. You were young and you wanted a job. What did you do then? The first thing you probably did, was to create your biodata or resume. Remember, you never had any work experience and had very little to talk about your "experience" in the corporate world.

Most of the people we send our matrimonial biodata to reject us on the basis of our biodata itself! We don't even get to meet them and create an impression. What if one of them was the right one for you, but you never had a chance to meet that individual, because they thought your biodata was unappealing? Do you want to take that chance? Standing out and creating a good impression is crucial for increasing the chances of finding that special someone.

According to Princeton psychologists Janine Willis and Alexander Todorov, it takes just 1/10 of a second to form an impression about the person we meet! This is true, even when we see photographs.

The power of the first impression is hard to change and your biodata for marriage should leave a positive impression. Just sending a word document doesn't really help you increase your chances of finding someone special.

Creating a biodata for marriage or matrimony profile for the first time could stump you. You need to present yourself in a way that will attract women and their families, and at the same time showcase who you are in terms of your personality.

This guide will give you step-by-step guidance to create a biodata for marriage that will dramatically improve the chances of creating a great first impression and thereby increase the possibility of meeting the girl of your dreams.

## The Art of Describing Yourself

### SAMPLE "ABOUT ME" DESCRIPTIONS

#### A Businessman Who Is a World Traveler

I am a self-made man that has been through a lot of challenges in life. I am 6 feet and 3 inches in height. I rely on yoga to maintain a balance in my life and deal with my work pressure. I end up traveling a lot to meet my customers. I love the surprises that spring up on my travels and love meeting people from different cultures and backgrounds. I believe there is a lot to learn from this world and have a deep sense of curiosity. Reading is yet another passion that I pursue whenever I find the time. Keeping up with politics, economy, social issues and culture keep me charged always.

#### Software Engineer Who Keeps Fit

Software Engineer with a sense of humor Originally from Hyderabad, I have been living in Chennai for over 10 years. I am 6 feet tall and moderately built. My fitness obsession helps me in keeping my body fat at bay! My job as a software engineer has made me a patient man and improved my negotiation skills! It also keeps me on my toes, as I am always trying to learn new skills to keep pace with the changing technology landscape. I especially value humor, ability to laugh at yourself, being able to communicate, respect for culture, staying healthy, and the freedom to think out of the box.

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# How to Write Your Expectations

Most Indian men have fantasies about marrying a movie starlet. We are conditioned by print, television, and movies to falling in love with beautiful women who seem to have a tendency to fall in love at the drop of a hat or other flimsy excuses. But real-life encounters with women present a completely different story.

When it is time to get married, some men base their marriage expectations on their self-perception. If you believe you deserve to be a movie star, you will expect your prospective wife to be in the same league. On the other end of the spectrum, men with low self-esteem or with a poor self-image tend to settle for anyone as long as they are of the opposite sex. The trick lies in finding a middle ground where you define a clear expectation without sounding like a hypocrite!

## Practical Tips

### Bring out the non-negotiables

Make sure you bring out the "deal breakers" clearly when describing your partner's expectations. Examples of these deal-breakers include - the expectation you have from your future wife's career plans, her cultural background or lifestyle, habits such as drinking, smoking, or even food habits.

### Avoid sounding like a douchebag

Indian men end up stating marriage expectations that seem funny and outrageous. Just pick up your newspaper and flip to the matrimony section. You are bound to come across countless examples of how not to state your expectations. "Looking for a girl with MBA, Marketing, that can cook, and take care of the elders.." is a great way to show that you are a male chauvinist with outdated expectations and total disregard for women. It's time to grow up.

### Talk about the personality traits you expect to see

"I am looking for a broad-minded, educated girl" is a perfect example of a clichéd description. Terms like broad-minded, homely, well-mannered should be avoided if you can. Focus on describing personality traits such as a sense of adventure, appreciation of art or music, being well-read, experience of traveling to other countries. The trick here is to put yourself in the other person's shoes and visualize how you will be perceived.

## How to Write Your Expectations

### SAMPLE EXPECTATIONS

#### Genuine and Funny

I am looking for a beautiful and compassionate woman that can put up with my pet cat and dog (yes, they can be friends). I have a long daily commute and I will be delighted if you can make me a cup of coffee when I reach home. I will, of course, return the favor. My parents stay with me, but we have a huge house. You will have your space, but you should be OK with this arrangement. Your parents are welcome to stay at our home if they choose to (We seriously need more people to clean our huge home!). BTW, I am a social drinker and you can join me for an occasional beer or wine. If you are good at pairing wine with cheese, you are the love of my life.

#### Specific and to the point

I am looking for a girl with a killer smile and a spark in her eyes. I am tall, so you will have to be at least 5.5 feet in height. My future wife should enjoy traveling with me as I follow the Indian cricket team worldwide! It goes without saying that you should know the difference between point and gully. My prospective wife should be a nature lover and enjoy living in a secluded home that is far removed from the hustle and bustle of the city.

Need more samples? Check out [this article](#).

# Your Profile Photographs

If we put in just a fraction of the effort that goes into creating good profile pictures for Facebook and Twitter in our marriage biodata, we stand a better chance of getting a response. You fell in love with your photograph that was taken years ago, and very soon, it becomes your "go to" photograph for all your social media profiles. You may be tempted to use the same photograph for your biodata, and for marriage as well. Stop and read the rest of this chapter.

Here is an extract from a research paper titled *An evidence-based approach to an ancient pursuit: a systematic review on converting online contact into a first date*

"In the absence of a prior acquaintance, attire and physical appearance in still photos have a powerful influence on likeability. A genuine smile, one that crinkles up your eyes, will make a good first impression. A slight tilt of the head can also enhance attractiveness."

According to Princeton psychologists Janine Willis and Alexander Todorov, it takes just 1/10 of a second to form an impression about the person we meet. Spending more time doesn't really change our opinion.

This was the conclusion from their research titled "First Impressions". This research study involved showing a group of people, a set of unfamiliar faces for just a fraction of a second. After everyone had a glimpse of these faces, they were asked to rate them as attractive, competent, trustworthy, aggressive, or likable.

Another group was shown the same set of unfamiliar faces and was asked to rate them on the same parameters. Only this time, there was no time constraint for the second group. The results were startling. Both the groups had similar ratings for the unfamiliar faces, irrespective of how long they looked at the photographs!

## Practical Tips

### Include at least one headshot

Including at least one professional headshot is a must. This should be your primary profile photograph. But, make sure you don't include four different headshots and nothing else, as it conveys the impression that you are hiding something. Not including a proper headshot in your profile also doesn't give the other party a good sense of who you are. According to Roman Griffen, author of *Internet Dating: Tips, Tricks, and Tactics*. "When the picture you post was taken from across the street, the purpose of posting it lets people see what you look like is defeated".

## Your Profile Photographs

### Old is not gold

Remember the point about your profile description is accurate in the chapter "The Art of Describing Yourself". Never include photographs that are over a year old in your biodata for marriage or in your online matrimony profile.

### The more the better

Include a body shot and a close-up photograph. Imagine, you love the photo of a girl, but when you see her in person, she is not the body type you imagined. It's important to extend the same courtesy to women as well. Also, make sure you are not wearing sunglasses or a hat in at least one photograph unless you are a detective by profession!

### Here is the proof

If the online matrimony site that you might have enrolled in allows you to include additional photographs, select the ones that show you doing what you love. Let's say, you have claimed in your matrimony profile that you are into skydiving. Make sure there is one photograph to prove your claim!

### Group photographs are only for Facebook

Do you love your friends? If your answer is yes, it's time to ditch them. Group photographs are bad for your biodata for marriage or online matrimony profiles. They just take the attention away from you and only end up creating momentary confusion.

### Outdoor photographs are great

If you can find a park, beach, or a bed of flowers anywhere outside your home, make use of the natural scenery to take a few nice outdoor snaps. Avoid outdoor shots between 11 am to 1 pm as the sunlight is probably the harshest.

### Professional photographer or not?

We will certainly recommend using a professional photographer for taking good profile pictures (if you can afford one). Walking into any of the photo studios in your town or city randomly is not a great idea, as you never know the quality of photographers they may have.

Check out 17 [awesome tips](#) for taking a matrimonial profile photograph.

## Your Education and Career

Western dating experts unanimously don't want you talking about your education and career beyond basic facts. But online matrimony in the Indian context is different. Women value men that have a good education, a successful career, and financial security. Men are still considered the primary "providers" for the family and it helps to showcase your education and professional achievements.

While we may not agree with western dating experts on the perceived importance of education in matchmaking, we agree with the fact that an honest profile saves everyone a great deal of disappointment down the line.

According to Kate Houston, founder of the profile-writing service trysweettalk, "If work is important to you, then be open. In fact, count it among your interests and say what you like about it. In addition to sounding like someone who has happiness and a positive outlook on a daily basis, it also makes clear that you're employed. In this economy, that's important."

### Practical Tips

#### Both alcoholism and workaholism are bad

If you think the word "alcoholism" should be avoided, you should also avoid mentioning things like "I live and breathe work", "my job is my first wife" and other self-defeating statements. Don't convey the impression that you won't find time for your wife after marriage. This is true when you write your biodata for marriage and especially important to remember when you meet the girl or her family for the first time.

#### Highlight your achievements

If you are a Nobel Prize winner, a mere hint would do, or you could include a photograph of you receiving the coveted prize. But, don't brag about it either. Professional accomplishments, educational background are important in the Indian context. Make sure you state the facts about your education, career and provide proof points in the form of photographs.

#### Rupees and paise come later

Never mention how much you earn in your biodata for marriage, no matter what others do or think you should be doing. While this may have been a practice all along, it takes the focus away from you and instead makes you a commodity that can be "bought" or "sold". If you are earning a lot of money, just use the phrase, "handsome income" or "well-placed" to name a few.

# About Your Family in Your Biodata

Let's look back at the day and age when there were no matrimonial sites. Matchmaking happened through your family or through marriage brokers who roamed the far corners of the country with a dozen photographs of boys and girls!

One of the first things our parents did then or made us work on was to create a biodata for marriage that included a few paragraphs about your parents and your siblings.

Even in online [matrimony websites](#), family-related data has now become a part of your profile. Here are few guidelines to think about when talking about your family.

## Practical Tips

### Stick to facts

Include details of your parent's and sibling's professional and social backgrounds and that's about it. Highlight any key contributions your family members have made to society or any awards or recognition your family member may have received. Keep this brief, for, after all, it's your biodata for marriage.

### Include photographs of your family members

Where possible, include photographs of your family members. A group photograph is a great idea to give women, a good sense of what they might be signing up for. It also creates a good impression about your family orientation and respect for elders. These traits are worth their weight in gold in the Indian context.

Here is an extract from a research paper titled "Mate Selection in Contemporary India: Love Marriages Versus Arranged Marriages" that highlights the importance of family when it comes to an arranged marriage.

*Even in contemporary Indian society, Hindus consider marriage as a social and cultural obligation and a contract for life. Marriage is not viewed as a means to attain personal happiness nor as a means of sharing your life with a person you love. Instead, the basic qualities of family unity, family togetherness, family harmony, family cohesiveness, and sharing of common family goals, values, and a way of life are of significant importance, and personal considerations are secondary.*

Check out [this article](#) for sample family descriptions you can use for your biodata.

## What Women Want from Men

So what do women want from men? This is a question that men need to understand better in order to create an impactful biodata for marriage. There is a reason why the book "Men are from Mars and Women are from Venus" has sold over 50 million copies. This is one of the first popular books on this topic. If you don't have time to read this book, read the next paragraph carefully.

A research report published in the Journal of Personality in 1997 titled Personality and mate preferences: Five factors in mate selection and marital satisfaction, lists 20 characteristics that women are looking for in their mates.

Researchers surveyed 200 married couples and 100 couples that were dating and were presented with a series of 40 trait pairs such as "Emotional-Unemotional", "Stupid-Intelligent", "timid-bold" to name a few. They were then asked to pick the trait that they would like to see in their partner from each trait pair.

Based on these responses, researchers compiled a list of traits that women and men want. Let's look at what women want from men.

### TRAITS WOMEN LOOK FOR IN MEN

Well-organised	Hardworking	Fair
Emotionally Stable	Secure	Lenient
Perceptive	Reliable	Curious
Generous	Relaxed	Warm
Knowledgable	Energetic	Intelligent
Trusting	Social	Conscientious

## What Women Want from Men

In general, it would help to evaluate yourself using the following parameters in order to understand your strengths and weaknesses.

**Gene Indicators:** Masculine, good looking, fit, intelligent.

**Resource Indicators:** Earning, education, ambitions, social status.

**Good Parenting Indicators:** Kind and understanding, likes children, emotionally stable and mature.

**Partner Indicators:** Loving, devotion to partner and family, ability to compromise, and romantic.

While women and their families may not explicitly review their choices of men against all these factors consciously, it helps men to be aware of inherent and subconscious thought processes that drive decision-making among women and their families.

Here is an extract from Psychology Today that will help you rate yourself against what women want.

Relationships are a trade and exchange. Therefore, potential partners will be looking for a match for their own ideals and making their own trade-offs, just like you. As a result, it is important to evaluate:

- What you have to offer back to a partner: How have you made yourself attractive?
- What is positive and warm about your personality?
- What resources and skills do you have to share?
- What trade-offs have you made in developing yourself as an individual and partner?

The advantage of spending time on the above questions is that when you are ready to meet a woman or her family, you can bring out your strengths and make yourself attractive.

# Find Your Perfect Match

The secret to finding a perfect match is to be open and honest about yourself in your matrimonial biodata.

Pay attention to small details like spelling, grammar, and formatting. Treat your biodata for marriage as the first step in an important journey. Give it due thought and consideration in order to differentiate yourself and set the right expectations with your future bride.

## AVOID THESE MISTAKES

The biodata for marriage probably reinforces stereotypes and puts you at a disadvantage. This is because you end up focussing only on basic information such as your skin color, height/weight, where you work and how much money you make. While these may be important, they don't guarantee a successful marriage.

If you think, just writing your biodata can attract the right set of prospective matches, you fall short miserably. There is no way, a biodata for marriage that only showcases just data can improve your chances of finding your soulmate as you will have to depend on a lucky break to meet someone suitable.

Your biodata is probably no different from that of your friend! There is very little to choose between two different biodata. For example, being fairer or taller or of more acceptable body type (weight) or making more money than your friend will not help you find your soulmate.

If you think you can use your biodata for marriage just to shortlist women from a similar background and then go through a detailed evaluation process, you will be disappointed once again. Going back to point 1 on this list, it is unwise to be willingly treated as a product or a commodity and then hope that the person you meet actually turns out to be your soulmate!



# CREATE YOUR BIODATA