



CHAPTER SEVEN:

ONLINE SUGAR

Online websites are today's hot spot for Sugar Daddies, Sugar Mamas and Sugar Babies to connect. I'm not talking about general dating websites like eHarmony or match.com, but niche sites such as SeekingArrangement.com, SeekingMillionaire.com or MillionaireMatch.com, created specifically to serve the Sugar community.

The ratio of males to females on most general dating sites is about even. On adult sites it's more like ten to one: just as more men than women hang around porn shops and X-rated theaters, very few women show up in overtly sexual cyber spaces. On a dating site that caters specifically to SD/SB relationships, however, the ratio is (*hold onto your garters!*) just the opposite – a whopping ten women for every man.

If your sweet tooth was acting up and you had a choice between going to the supermarket or to the specialty bakery next door, which one would you choose to satisfy your craving? Would you wander up and down aisles of meat, cheese and household cleansers until you stumbled upon a few packaged cupcakes? Or would you open the door to the bakery and behold a gleaming display case chock full of buttercream-topped chocolate cakes, heart-shaped sprinkle cookies, and mounds of raspberry-filled danish?

It's the same when you crave a Sugar relationship: you'll save time and energy, and find higher quality, on a website that caters specifically to your sweet tooth. Additionally, the administrators here know the kind of privacy and screening required by their clientele, and tailor their policies appropriately. The success of top-of-the-line Sugar dating sites such as SeekingArrangement.com, MillionaireMatch.com, and SeekingMillionaire.com has been unprecedented, and they continue to attract new members at an astounding rate.

Getting started online is a simple process that takes less than five minutes. Registering on SeekingArrangement.com, for example, is pretty much the same as registering with Amazon or Google. Except for creating a profile, which we'll get to shortly, it's just a

what inspires them to click and look at your profile – or not! It had better be strong, eye-catching, and as self-descriptive as possible. I concede that making up three or four words strong enough to catch someone’s interest, yet not so strong they turn someone off, and that describe you to some extent, is not the easiest task imaginable!

The most important thing about the heading is that it inspire people to click open your profile. If you have a really catchy, intriguing phrase, it doesn’t necessarily matter if it describes you or not. Let’s look at a few headings, good and bad.

The Good:

Sexy woman wants to be taken care of

AfroQueen searching for Vanilla King

These two are specific. While the first one could probably describe almost any Sugar Baby, the fact that she chose *sexy* says a lot about her; ditto that she wants *to be taken care of*.

Rare slender elegant beauty

Open to suggestions

While these two aren’t terribly descriptive, they are intriguing. Every word in the first heading is evocative; it calls to mind definite associations. The second heading is a little risqué, a little bit cute; enough to make someone curious enough to click.

First Class ticket to dimensions within dimensions – someone looking for a deep, spiritual, Sugar Baby would probably click on this.

Healthy, Wealthy and Wise Seeks Down To Earth Girl – This is descriptive, it tells you this guy is older, and it lets you know what kind of woman he wants.

Turn-Offs:

Hey Boys, does anybody wanna....

Cum here Daddy...I need a spankin'!!!

"Oooooo do u kno how 2 handle that weapon?"

Maybe I'm wrong; maybe the male love for all things sexual will inspire lots of clicking on these headings. If so, let's just hope these Sugar Babies mean it – this kind of advertising might attract a lot more than they bargained for.

On the other end of the spectrum:

Looking to make new friends

WTF? Is this guy for real? Did he really join SeekingArrangement to make a lot of friends? Besides sounding false, most Sugar Babies would probably be turned off by the idea that Sugar Daddy's looking for multiple gals right from the get go.

I hope these examples help you to write a dynamite heading for your profile.

Moving along: notice that there are two more places on the form that call for more than a word or two: the Descriptions. The first is where you'll describe yourself, the second for describing the kind of person and/or relationship you want.

The main objectives of the profile are to introduce yourself, make a good first impression, and attract specific kinds of people. Keep these objectives in mind when creating your profile, and follow these four general guidelines:

Be Honest. Some people assume that to make a good first impression you must present yourself in glowing, one hundred

Sugar Daddies: For privacy reasons, some men don't post pictures, and therefore might want to describe themselves – briefly. *Very briefly.* What, after all, does your height and eye color tell someone? I've found that most people resemble at least one other person in the world, so if you liken yourself to a celebrity that everyone knows, it'll make it a lot easier to visualize you – but only if you *really do* resemble that person. (Don't say you're a dead ringer for George Clooney unless you are; Sugar Baby would be within her rights to sue you for cruel and unusual treatment.)

Sugar Daddies: A word about the item that says: *My Budget.* As noted in Chapter Four, this means *the amount of disposable income you have each month, after expenses, to spend on a Sugar Baby.* While you can enter "Open – Negotiable," it's better to be specific. Entering a dollar figure says you're serious, and it gives Sugar Babies more information.

Sugar Babies: In the space that says *I Expect,* you're supposed to specify the amount of money you'd like a Sugar Daddy to give you on a regular basis. If you want a regular allowance, and you know how much, fill in that number. This isn't the place to low-ball or be shy; by expecting a regular monthly allowance, you'll attract the Sugar Daddies who can afford and want to give it.

Some women don't actually "expect" a cash allowance, but are more interested in gifts, travel, visits to the spa, an occasional bailout, etc. In that case, it's best to enter the lowest figure rather than leaving it open to negotiation; as stated, specificity is always better, and besides, it's not as if you expect nothing.

The most important part of the profile is who you are and what makes you tick. Is there something unique that sets you

Also, you don't want to scare someone off with anything that could be misinterpreted. Here's a good way to decide whether to put something questionable into your profile: if you absolutely feel that a person *must* have some personality trait or asset in order for you to consider them – or *lack* some trait or other – that's a deal-breaker for you, then you should definitely mention it. For instance, if you're a committed Democrat who can't stand talking to Republicans (or vice versa), that's a deal-breaker.

The same goes for anything about yourself that you want someone to know before meeting you. If you're awkward on the phone, for instance, you might want people to know it, so they don't write you off if your first phone conversation is less than scintillating.

In summary, besides including lively, fun, and interesting details in your profile, you should put in any deal-breakers and vital facts. Anything not so important that it can wait for a meeting or even later...well, it can wait.

Be Charming. Everyone loves to laugh, and everyone likes a sense of humor. So try to inject humor into your profile. If wit doesn't come naturally to you, don't agonize or try to force it; if you do, it will sound forced. But if you can manage to come up with something even slightly amusing, use it. Beware too much self-deprecation: a little bit is fine, but too much of it can get tedious and seem self-hating after awhile. Remember, this is a first impression. *You* know yourself, and *you* know what you're saying with your words – but readers will take them at face value. So don't be ambiguous or use *double entendres* at this stage; you can always show off your impressively complicated wit after you've met. For now, keep it light and amusing.

To illustrate what's been covered so far, the following are a few random bits from profiles, along with commentary. (For privacy reasons, I'm not posting entire profiles, so don't judge them as if they were.)

The Good:

I smoke and have kids and I'm almost forty! There, that eliminated about four thousand eight hundred and thirty-seven wasted conversations! I like to shoot pool, play loud music, tell dirty jokes and dance. I am a flirt, tho not a sl*t. I am sarcastic, cynical and believe half of what I see and none of what I hear. I make friends easily. I say really bad words sometimes. I'm turned on by men who give me attention and who know how to shop.

I wonder if you can tell why I consider this a good description? No? I won't keep you guessing...What I find excellent about it is the way the writer's personality shines through. We don't just learn that she likes to dance; we also find out, on a visceral level, that she's funny, energetic, and a hoot to be with. Further, she puts potential Sugar Daddies on notice with "who know how to shop."

I am seeking someone that would enjoy visiting me periodically in S--, and traveling to exotic places.

It's fairly obvious what's good here: it's simple and specific. Yes, there should be more detail, like who's paying, whether travel will be first class or student hostel all the way, how often...still, it's not uncommon for an SD to want a travel companion only, and from this description, a Sugar Baby knows the limits. It's possible for a SB to have one Sugar Daddy to take her traveling, and another one, or even two, who meet her other needs – just as long as all parties involved are okay with these arrangements.

would be better off looking elsewhere. This is the kind of guy who confuses Sugar Babies. Because he doesn't know how things work in Sugarland, he might be put off when he realizes what Sugar Babies expect from him. He might judge them as bad or wrong for it.

Listen up, guys: If you don't know anything about being a Sugar Daddy, but you're curious and you want to find out, do a little homework before you go plunging into the Sugar Bowl. Read the blog. Read this book and anything else you can get your hands on about the Sugar lifestyle. Seek out and talk to people who live it. Don't start dating before you at least understand the rules and the structure. Most important, don't lay any trips on the women you meet on a Sugar site. Even if you feel judgmental, keep it to yourself.

The Bad:

My Budget: Open – Amount Negotiable
 Description: Uncomplicated, fun, sexy friendship

Not only isn't this Sugar Daddy forthcoming with his budget, but his description of the woman – or is it the relationship he's looking for? – is vague.

I'm 5'6, blue eyes, curvy but on the heavy side, if u would like to know more then please contact me
 I'm Seeking:
 Sugar Daddy
 I Expect:
 US\$1,000 – \$3,000 monthly
 Description: n/a

All you Sugar Daddies out there, aren't you just *dying* to contact this babe? She's heavy, has blue eyes, wants a hefty monthly allowance, and doesn't care who you are or what you look like. *Nuff said.*

men as easy marks; when they discover the Sugar phenomenon, it becomes just another trick in their repertoire.

From that statuesque Nigerian you've been writing for nearly a month comes an overseas phone call: she went home to attend her father's funeral without letting you know, and is stranded in a five-star hotel with a gargantuan bill. *Quick, send money!* From Russia with not much love comes an overnight letter from the lonely beauty trying so hard to come see you: she needs financial help to get to Moscow for a visa. Two days after you wire the money, she calls again and says she was robbed, and is stuck in Moscow with nowhere to stay. *Quick, send more money!*

Some of these con artists might even have connections to organized crime, and these days crime is global: more groups than those familiar Mafiosi operate on American shores now. There's the Russian mob, African gun-runners, and teenage gangsters of all ethnicities; pirates on the ocean, terrorists in the air, and smugglers on the road, who drag their wretched human cargo all over the planet. Considering the potential risks, when it comes to relationships that involve an exchange of money, it would be prudent to heed *West Side Story's* musical warning and *Stick to your own kind/One of your own kind*.

Phase Email, or, Let the Pursuit Begin

After you put up your profile, including photos, turn off your computer and forget about it (I know, easier said than done). Wait two or three days – that's about how long it should take to get a nibble or two. The next step in this process is responding to people who send you messages, and starting up email correspondences with them.

how people seem to settle into one of these roles fairly early in a relationship. As I pointed out, it's logical that Sugar Babies would want to be the pursued; thus, a Sugar Daddy can't go wrong making the first contact.

Now that the pursuit has begun, how long should the email phase last? Some people, primarily women, prefer to prolong this phase before moving on to the phone or meeting. Others, primarily men, consider email a tool for setting up a phone or in-person date. These gender differences make sense: after all, email is a little bit like foreplay. It follows that Sugar Daddy would be wise to accommodate the Sugar Baby who wants to linger in cyberspace. Three to five message cycles is probably about right; that's enough time to ask a few questions, do a little flirting, and inspire anticipation without things dragging. Keeping messages going any longer than that without meeting can be risky: one or both of you might get bored, or you might even have a cyber spat.

Email correspondence seems to lend itself to misunderstanding to a greater degree than either letter-writing or phone conversation. My longest friendship came to a bitter end soon after we began emailing. I've heard of family members who email for awhile, then get into a war of words and cut off communication for months, until someone breaks down and shoots a joke into the other's mailbox, and the cycle starts up all over again. I don't know how or why this happens, but it does, so avoid potentially controversial topics. Remember too that in cyber communication, brevity is the better part of valor: less is more and shorter is longer.

Here are some do's and don'ts to help you successfully navigate the clumps and bumps of online Sugar dating.

Let me count the ways! First, as with the above “don’t,” you’ll leave an impression of being mean-spirited. Second, as already noted, people on the site compare notes. Third, the person to whom you’re complaining just might know or meet up with whoever you’re busily trashing. Fourth, the person will wonder if you talk about him or her the same way. I could go on...but you get the point.

DO convey a sense of yourself. After all the hard work you did in the chapter *Dipping into the Sugar Bowl*, this should be a snap! Fresh from taking a long hard look at yourself, assessing your good and bad qualities, and defining what you want out of life and relationships, revealing some of your true self in email messages should come naturally. Write from your alert, self-aware center. Take your time and review your words carefully before hitting the SEND button.

DON'T, on the other hand, inundate someone you hardly know with tons of personal information. Until you have an idea of who you’re talking to, you don’t know if you can trust the person. This is probably why some people want to move out of the email phase and get to the phone and a meeting sooner rather than later. But bypassing the email exchange isn’t a solution; a person’s email style is part of them too. It’s really a highly individualized matter: only you know how much time you want to remain in email mode. Eventually you’ll learn what works best for you. Remember practice makes perfect – so *DON'T* skip the practice.

DO ask lots of questions regarding someone’s reasons for and experience with Sugar dating. The whole purpose of your

DO understand that *NO* means *NO*. *DON'T* continue to pester someone who's ended your email communication.

DON'T take rejection personally. When someone decides not to go any further with you, recognize that s/he barely knows you, is probably in communication with several other potential mates, and could be breaking it off for any number of reasons. Maybe s/he resumed seeing an ex. Maybe a parent is dying. It might have nothing to do with you. Even if it does, so what? There's plenty more candy in the Sugar Bowl – move on!

DO try to understand the logistics of online dating. If you write to ten people, you're likely to be rejected by nine. If you've ever worked on a mail order campaign you know that a one percent rate of return is considered successful.

DON'T expect to meet your ideal partner within your first week online. *DO* expect to comparison shop. The beauty of the Internet is the ease of comparison shopping, whether you're looking for a lamp, a pair of shoes or a Sugar arrangement. The difference between a lamp and a Sugar Baby or Sugar Daddy is that the latter takes a lot longer to find, and involves more than just looking at pictures on your computer.

Finding the right arrangement is a long process. It might take a month, or it might take two years. You might go out with two potential partners, or you might go out with two dozen. But, as evidenced by what people say on the blog, it's a helluva ride getting there. You'll meet interesting people, visit new places, and have exciting adventures. The trick is to enjoy the journey as much as the destination.

Daddies: It's prudent to bide your time and let Sugar Baby refer to sex first. If you get impatient and decide to go ahead, choose your words carefully. Keep them ambiguous enough that she can ignore them if she so chooses.

Babies: Don't be too shy to tease and flirt in your emails. I hereby challenge you to go beyond innocent flirting and drop at least one unambiguous sexual remark. Don't do it in your first email of course, and maybe not in the second one either; when you choose to be suggestive will depend on how free and intimate you and SD become in your messages. By the third one you should be able to tell if hot talk will be welcomed. (Believe it or not, some guys do *not* like dirty talk. Honest.) A little bit of titillation goes a long way in cyberspace. Casually refer to yourself as hot, or sexy, or as someone who enjoys sex. Or say you're looking for someone sexy.

There's a difference between titillation and vulgarity – the trouble is, everyone has their own interpretation of which is which. "*What I like is erotica; what you like is pornography,*" goes the old saying. Better to play it safe by being subtle, even if it means that your innuendo sails right past the person's head. That's preferable to coming off crude.

Just as nobody can tell you exactly what to say in conversation, nobody else can tell you how to walk the fine line between delicious eroticism and crude vulgarity. This is an area in which you learn by doing, and the more practice you get, the easier it will become. The day you're able to drop a scintillating, sizzling hot line into an otherwise chaste note and make it sound utterly natural, that's the day you'll have mastered the art of hot talk.

In the meantime, practice, baby, *practice!*



Sugar and Spice

*Good authors too who once knew better words
now only use four-letter words writing prose
'cause anything goes.*

– Cole Porter

Man (and woman) does not survive on sugar alone. In order to capture and hold a potential lover's interest you'll need to toss an occasional dash of spice in with the sugar.

In private email correspondence, anything goes. For legal and other reasons, professional sex workers – escorts, prostitutes, etc. – are forbidden from advertising on SeekingArrangement.com and most websites, but other than that, people can say whatever they want in email messages. (Bear in mind that it's just about impossible to permanently lose or destroy anything written in cyberspace, so you might want to think twice about the footprints you leave behind.)

That said, sexual titillation and innuendo are inevitable, and add to the intrigue of online dating. It should come as no surprise that men are more enthusiastic than women about engaging in hot talk via email. Explicit sexual language from a stranger usually turns a woman off, and could even frighten her – and yet that same language turns a man on. As in all male-female interactions, compromises must be made on both sides.

Just as a woman in lingerie is often more exciting than in the nude, the merest hint of physical pleasure can be far more arousing than a page of vivid sexual description. In Hollywood love scenes, a glimpse of an actor's face during sex can be more arousing than full frontal nudity. The same is true in email correspondence: again, less is more.

communication is to see if an arrangement is in the cards, so questions are not only appropriate, they're expected. *DON'T* be shy; a lot of questions *must* be asked and answered in this situation.

DO start negotiating. While most negotiations will probably occur after you've met and decided to try and make a go of it, some basic information is good to know at the front end. Email is a chance to find out, at the very least, if what you want meshes with what the other person wants. There's no room – or necessity – for game-playing in the Sugar Bowl.

DON'T send money – to *anyone*. Fraud is common in the online dating world, and it's particularly easy to perpetrate on a Sugar website, what with Babes openly seeking financial help. *Daddies*: Not only shouldn't you give someone money before you've met and negotiated an arrangement, you should not send money through the mail at all, no matter what. (This was discussed earlier, in the section on protecting yourself.)

DON'T give your bank account information to strangers. *Babies*: If a Sugar Daddy asks for your bank account information so he can deposit money into it, *just say no*. Check fraud is common; even if you do get a deposit, it might not be legitimate. If you spend the money, you could receive a collection notice from your bank later on saying the deposit was fraudulent, and that you owe them the money you no longer have.

DO end it nicely when the time comes. If you decide, after one or two message cycles – or at any point – that this person isn't for you, simply thank them for their time and say you're not interested. Don't be rude. Needless to say, don't be crude either – it can get you kicked off the site.

DON'T send a form introduction to everyone on the site, or to a hundred members, or even ten. People aren't stupid; they can spot a form email no matter how much saccharine you pour into it – and most don't like it. *DO* send an individual email to each person who interests you, geared toward what you read in each individual profile.

DO communicate via the website. Spammers are always collecting email addresses on dating websites, so be smart: *DON'T* give out your personal email address until you've gotten to know someone and are certain you want them to have it.

DO be polite and courteous. Even if someone is rude to you first, it's better to break off communication than to engage in nasty repartee. People online tend to compare notes, and if you're rude, it could get around and work against you. Besides, why waste precious time and energy on bitterness, when with the click of a mouse you can have sweetness?

DO give praise if it's genuine and deserved. If you like what someone looks like, or what s/he says, and you're sincerely impressed, it's fine to say so. *DON'T* go overboard with compliments; it's bound to sound desperate.

DON'T complain or tell sad stories about your life and relationships. Again, you're addressing people who don't know a thing about you, and you don't want their first – and perhaps only – impression to be of a depressed or angry person. On the other hand, *DON'T* come off as a vapid Pollyanna, living in a marshmallow world of perfection. Just be real.

DON'T gossip or complain about people you've met or dated on the site, even though it can be tempting. What's wrong with this?

Email is like no other form of person-to-person contact in the history of human communication. While it resembles letter-writing, it's completely different. It isn't just a faster mode, it's more immediate, verging on the pace of talk – only it *isn't* talk. I'm not the first person to notice that email is unique, and requires unique skills. Here are some general email tips:

- Never use e-mail to “let off steam”. Take a deep breath, and wait half a day.
- Set a five or ten-minute “don't send rule.” Save messages in your drafts folder. You'll be surprised how well you'll be able to revise a poorly written message when you go back to it.
- Frequent emoticons, chain jokes, and smiley faces say “Don't take me seriously.”
- Use spell-check. Mangled sentences and typos make you seem careless or even uneducated.
- Don't abbreviate.
- Don't inundate someone by sending them three messages at once.
- Listen to me! Using a lot of exclamation points makes you seem childish!! Don't do it!!!!
- ALL CAPS IS FOR SHOUTING!
- Be considerate: don't add unnecessary attachments, signature graphics, disclaimers, html coding, cute quotes and icons – especially dancing icons.

The question of who makes first contact is a touchy one. Some people believe the male “*should*” be the first; others think it doesn't matter. Earlier I spoke about the pursuer and the pursued, and

And finally, can you guess what's wrong with this picture?

I have so many people I have to keep happy but nobody seems to care if I'm happy. I haven't been happy in a long time but nobody notices. They still expect me to care about their stuff even if they don't care about mine. That's why I'm looking for a Sugar Daddy, to have someone I can talk to, someone who will try to make me happy instead of always expecting me to make him happy.

I feel for this Sugar Babe, I really do. But she should see a counselor or a therapist, or talk to a friend, instead of dumping online. It's unlikely that a good arrangement can develop from this kind of beginning. Worse, she's made herself vulnerable to those who prey upon poor lost souls – sadly, such people exist everywhere. Nobody has to play Pollyanna or fake a state of delirious happiness, but a little less self-pity and a little more giving might attract someone who eventually *will* care about her, and maybe even improve her sad life. As written, her profile dooms her to even more depression.

International Arrangements

A few words about international arrangements: it's a good idea to play only with Sugar Babes and Daddies close to home. People from all over the world can tell a convincing hard-luck story, and start picking your pocket before the ink is dry on the dinner check. I don't mean to be xenophobic, and I'm not saying that Americans don't scam with equal aplomb – it's just that someone who lives on the other side of the planet can disappear with greater ease. Also, people from desperately poor countries purposely target American

US\$3,001 – \$5,000 monthly

Description: As a writer, the perfect arrangement for me would be one that provided for my living and marketing needs. I want to work away from home less, to travel and promote my books more. I can take care of the special needs of that special man extremely well. We would definitely have to have some chemistry. I don't have a problem making a commitment, if desired.

I included the amount of allowance this Sugar Baby asked for, which is on the high end, since it makes sense in the context of her description. She's blunt without being rude, clearly states her needs, mentions a willingness to reciprocate, and includes a *caveat* that the chemistry has to work. This Sugar Baby, by the way, was just as thorough in describing herself, and she posted three photos. All told, that's a good profile.

Good/Bad (has elements of both):

I am a good-looking healthy 45-year-old. I have worked hard and acquired all the trappings, big house, boats, a plane, etc. I have also been knocked around enough to know these things are of no value without the right person to share them with. I'm looking for a young, fun, caring, beautiful blond blue-eyed girl. I am open to any kind of arrangement. If we meet, I will be charming and you will have a great time.

This man is specific about who he is and the kind of woman he wants – but he's not too sure about the arrangement. Notice I'm not calling him a Sugar Daddy: the terminology of Sugar dating doesn't apply. This man would probably do better on a conventional dating site. On the other hand, maybe he's heard about the Sweet Life, and he's curious to find out more about it. That's fine for him, but any Sugar Baby hell-bent on an allowance and other perks

The Photo

Profiles with at least one photograph receive five to ten times more responses than those without any. For this reason, uploading one or more photos of yourself is highly recommended. That said, a badly taken picture can do more harm than good, so make sure the photo you choose is a good one. But what exactly is a “good” photo?

A good photo presents a positive side of you – your whimsical style, confident posture, or seductive good looks. Additionally, a good photo is clear, not blurry or too light or too dark; your face should be clear, the features distinct. Don’t use a picture taken from a distance that hardly shows your face, unless it’s a second or third photo. Yes, some people post more than one – a close-up, a full-body shot, and a profile make for a fairly complete presentation.

If you’re one of those people who’s un-photogenic (you know who you are), you might consider hiring a professional to do a shoot, taking an array of different poses and letting you choose from among the proofs. Or you might want to go to the mall and get a set of glamour pictures done. If you’re unsure about a picture, ask a trusted friend for an opinion. *Caveat*: If someone else likes a photo of you but you still hate it, *do not use it*. It’s not the way you want to be seen, and that’s what counts.

Don’t use a decades-old photo that shows you with a full head of hair long since gone, or with not a wrinkle on your brow. Needless to say, don’t use someone else’s picture. Either of these ploys will only cause disappointment when someone actually meets you.

And remember, that old cliché is true: *One picture is worth a thousand words*.

apart from others? What are your best traits? Your likes and dislikes? Favorite ball team/music/ice cream/movie? Defining life experiences? Pivotal changes you've undergone? An unusual family history (no violence or heavy dysfunction at this point)? Values and beliefs that are important to you? Endearing quirks? Talents or gifts? Any of these, plus your own ideas along these lines, can make for an interesting profile. They give the reader something substantial to hang onto, as well as potential points of connection. If someone likes the same kind of music as you do, they're bound to respond. One rabid Yankee fan *will* email another (just remember, saying this will automatically screen out Red Sox fans).

Be Specific. Clearly describe what you're looking for in another person and in an arrangement. Be polite in the way you express yourself, but tell it like it is. The more details you provide, the better your chances of attracting someone who fits the bill. If you simply cannot abide skinny men, then say you prefer a muscular build. If your dates will have to tolerate a quirk or habit of yours – smoking is a good example – mention it. You *want* to rule out anyone who won't tolerate it, rather than waste time and energy with messages and phone calls, only to have the whole thing go up in smoke the first time you light up.

If you want a Daddy who'll help pay your tuition, say so. If you want a Sugar Baby to be your personal assistant, spell it out. By being specific, you'll attract people who want what you're offering, thereby saving everyone's time.

On the other hand, you don't want to blab so much about yourself that there's nothing left for the other person to discover.

percent positive terms. While you naturally want to emphasize your best qualities, going overboard will more likely arouse suspicion than attraction. Most importantly, if you present yourself as what you are *not*, potential partners who respond to your invented persona will inevitably be disappointed, and the first meeting is apt to be the last. Additionally, you might attract people that aren't exactly who you want to meet, since they're not responding to *you*, but to someone you made up. Thus, in the interests of the big picture – creating your ideal arrangement – it's highly recommended you tell the truth in your profile, the whole truth and nothing but the truth, so help you god.

Be Thorough. A one-sentence description of yourself isn't going to cut it. Both Sugar Daddies and Sugar Babies complain, on the blog, about profiles that are too general, too brief, or hopelessly vague. Think about it: would you respond to a profile that gave you hardly any information about the person? Unless accompanied by a photo that knocked your socks off, why would you bother? After all, you can always move on to one that's more intriguing.

Remember, online you're competing with hundreds of people. Sugar Babies in particular face intense competition, what with approximately ten of them for every Sugar Daddy on the site – which, by the way, doesn't mean Sugar Daddies get their "pick of the litter" without working for it: there may be a lot of Babes on the site, but women tend to be choosy. You don't have to write a full biography; if you include the right details, three or four paragraphs in each description area should do nicely.

Sugar Babies: Since you'll be posting a picture along with your profile, there's no need to describe your looks; don't waste time and words on it.

Looking to spoil you
Looking for a Girl to Spoil Weekly
Can I spoil you?

Any Sugar Daddy heading that uses the word spoil is excellent – it lets the ladies know you’re serious and experienced with Sugar arrangements.

Seeking partner in crime – When in doubt, use humor! This might not tell you much about the Sugar Daddy – except that he has a sense of humor, and that counts for a lot. I’ll bet more people, male and female, click on something humorous than on any other kind of heading.

The Bad:

Single Young Student
Let’s see if this works
Gentleman seeking a lady
Shhhhh!!
Good times ahead
It’s now or never! :)
I’m the one!!!!
European girl
Houston Hottie
Sassy but classy

Every one of these headings is vague, so much so that I bet you can’t even guess the gender of some of them. They tell nothing about the person or what he or she wants, and they in no way reveal personality. Some of them are even silly.

matter of following instructions and typing information into boxes. New Sugar Daddy and Mama members get a free trial period, and Sugar Babies play for free in perpetuity (just as they do in many singles clubs). Since Sugar Babies are frequently in financial need, asking them to pay a fee could defeat the site's purpose. It would inevitably reduce the number of Babes on the site, thereby limiting Sugar Daddies' choices. For this reason, anyone seeking a Sugar arrangement should think twice before signing on with a service that doesn't welcome Sugar Babies *gratis*.

As noted, the profile is the one time-consuming aspect of registering – which is why we're going to spend the bulk of this chapter on it. In the two preceding chapters, if you followed the instructions, you spent a fair amount of time preparing yourself for this task. It's going to pay off now, when you assemble a killer profile, your ticket to an ideal arrangement and life. (If you were a naughty Baby or Daddy and didn't do your homework, go back and do it now. Otherwise, proceed at your own risk!)

Writing a good profile is part science and part art. It's a skill you'll want to master, since a well-written profile will attract the people who best suit your requirements. Just as your résumé is a marketing tool for a job hunt, your profile is a marketing tool for your relationship hunt. And just as you can alter your résumé to suit a particular job, if you find that your profile isn't bringing home the Sugar, you can always go back and tweak it later on.

I recommend you go online now and pull up SeekingArrangement.com's profile form; you might even want to print it out. One of the most important parts of your profile is the heading – this is what everyone browsing on the site sees before anything else. It's

Why not use a regular dating site? After all, most of them cater to a wide variety of relationship styles. When it comes to the *Sugar* lifestyle, though, there are compelling, even *essential*, reasons why it's best to use only SB/SD sites. First, the essential: some dating websites *do not allow* posts, comments, or profiles that even hint at anything resembling a financial component to a relationship. One Sugar Baby who posted on a general dating site was immediately booted off, with a polite note informing her they don't permit ads that "offer sex in exchange for money." Here's the ad in question:

Older female artist tired of the struggle seeks solvent gent who wants a romantic partner/companion. Will perform domestic duties in kitchen and bedroom for support within context of a relationship. In other words, I'm ready to go back to the role of housewife. Impeccable credentials.

I included the above ad here, first, for a chuckle, but mainly to show that even an ad this remote from prostitution was censored; even on a liberal site like Craigslist, vigilante members report any posts that even hint at sex for money. If "Housewife" got booted, a blatant Sugar Baby ad doesn't stand a snowball's chance in hell.

Even on sites that aren't as strict, or if your ad somehow manages to fly in under the radar, a general dating website will most likely yield poor results, since you won't find that many Sugar Daddies or Babes using it. Adult dating sites such as AdultFriendFinders.com won't bring good results either, since they're used primarily by people looking specifically for X-Rated content and entertainment. It goes without saying that free dating sites don't attract authentic Sugar Daddies, except perhaps those unwilling to pay a membership fee – hardly the kind of guy most Sugar Babies want to meet.