



## GENERATE BUZZ, LLC

Baby Boomers who've never tried online dating may have avoided it because they assume it's daunting. However, the 50+ age group is actually the fastest growing group of online daters. In upcoming seminars, I'll guide Baby Boomers on how to create an attention-grabbing profile, which will not only be a reflection of both *who* they really *are* and *what* they really *want*, but also maximize the *quantity and quality* of responses they receive.

I've been asked a number of times if I would conduct a course or write a book on the topic, since I truly understand why the process works for some and not others. As President & Founder of Generate Buzz, LLC, I've created a business that's passionate about helping other small businesses, non-profits, and individuals, more effectively promote themselves through writing, editing, & photography. Therefore, I'm so pleased to be able to offer this unique opportunity to older adults seeking a companion.

### ***This presentation is ideal for someone who:***

- hasn't dated in many years and / or would like to try online dating
- wants tips on how to: write a quality profile, which photos to post, receive (more) responses & (better) initiate contact
- has an active online dating profile, but isn't getting enough people contacting him / her
- is getting contacted, but not by the type of people he / she wants

### ***The format will be as follows:***

- some interesting & timely infographics re: online dating for Baby Boomers in the U.S.
- a discussion of "Do's and Don'ts" for profiles and photos, along with examples
- a critique of several real profiles and real first contacts using what we discuss
- opportunity to start to create one's own profile (*optional*)
- opportunity for peer review (*optional*)

I look forward to sharing my insights in a fun and relaxing manner, with the goal of helping men & women find the happiness they want & deserve! Don't miss this upcoming seminar; stay tuned for dates and locations!

Sara Greenhouse, President & Founder  
GENERATE BUZZ, LLC