



**HOW TO POSITION ONLINE  
TO ATTRACT SERIOUS  
RESPONSIBLE MEN**

Your Complete Guide to Making Your  
Digital Presence Work For You



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## **A Note Before You Begin**

Your online presence is not separate from your real life.

It is an extension of it. And in the world we live in today, where a significant portion of first impressions happen on a screen before anyone has been in the same room, your digital presence is often the first version of you that a serious man encounters.

Before he meets you at an event, a mutual friend may have shown him your Instagram. Before he approaches you at church, he may have already looked you up. Before a dating app match becomes a real conversation, he has already formed an impression from your profile.

All of that is happening. Whether you are aware of it or not. Whether you have been intentional about it or not.

The question is not whether your online presence is placing you in a category. It is already doing that. The question is which category it is placing you in, and whether that category is working for you or against you.

This bonus is about taking deliberate control of the answer to that question.

## **How Serious Men Actually Use Social Media**

Before we talk about what to do, let me tell you something about how serious, established, marriage-minded Nigerian men actually engage with social media, because it is probably different from what you assume.

Serious men are not scrolling social media the way women often do, looking for connection, looking for community, looking for content that resonates. They tend to use it more functionally. They post less. They engage less publicly. But they observe more carefully than you might think.

When a serious man encounters a woman he is interested in, whether through a mutual introduction, a dating app or simply noticing her somewhere, his first instinct is often to look her up. Not to stalk. To assess. To get a sense of who she is beyond the moment of encounter.

And what he finds when he looks shapes his next decision significantly.

If what he finds confirms the impression he had, a woman who seems grounded, interesting, genuine and worth pursuing, he moves forward with more confidence and more intention.

If what he finds contradicts or complicates the impression, a profile that feels performative, chaotic, attention-seeking or simply inconsistent with who she presented herself as in person, he hesitates. Sometimes he proceeds with less seriousness. Sometimes he does not proceed at all.

This is not unfair. It is simply how first impressions work in the digital age. And understanding it gives you the opportunity to make sure that what he finds when he looks reflects the truest, most compelling version of who you actually are.

### **The Three Things Your Online Presence Must Communicate**

Before we get into the specifics of each platform, let me give you the three things that your online presence needs to communicate to place you in the right category in the mind of a serious man.

One: She has a life.

A woman who has a full, genuine life is one of the most attractive things a serious man can encounter online. Not a performed life, a real one. Work she cares about. Friendships that nourish her. Interests that genuinely excite her. Experiences that reflect a person who is actually living rather than waiting.

Your online presence should communicate that you are someone who was already living a full life before he arrived and will continue living it whether he arrives or not. That fullness is magnetic. And its absence, a profile that communicates waiting, longing or a life entirely organised around the pursuit of a relationship, is one of the most common placement mistakes Nigerian women make online.

Two: She knows who she is.

Confidence online is not loudness. It is not the performance of happiness or success or beauty. It is the quiet, consistent communication of a woman who is comfortable with herself, who does not need external validation to feel secure and whose online presence reflects that security.

This comes through in what you choose to share and what you choose not to share. In how you respond to comments and attention. In whether your captions sound like a woman speaking her truth or a woman seeking approval. In whether your profile feels like an honest window into a real person or a carefully managed brand designed to attract maximum attention.

Three: She is selective.

A serious man looking at a woman's online presence is, consciously or not, assessing whether she is someone who is selective about who she gives access to. Not in a cold or calculating way. But in the way that naturally communicates self-respect.

A profile that gives everything away, that is entirely public, that shares every thought and every emotion, that responds to every comment and every DM with equal enthusiasm, communicates that access to this woman is easy. And easy access, as we discussed in Chapter Five, does not inspire serious pursuit.

Selectivity online, what you share, how much you share, how you respond to attention, communicates value. And value inspires the kind of pursuit that leads to the marriage you declared.

### **The Specific Mistakes Nigerian Women Make Online**

Let me be direct about the patterns I see most often, the things that are placing women in the wrong category online without their awareness.

Performing happiness constantly.

A profile that is relentlessly positive, every day is amazing, every experience is a blessing, every photo is a highlight, does not feel real. And things that do not feel real do not feel trustworthy. Serious men are not looking for a perfect life. They are looking for a genuine person. Allow your online presence to reflect real life, the interesting, the beautiful and the ordinary, rather than a permanent performance of how good everything is.

Oversharing emotional content.

Posting about heartbreak, loneliness, frustration with men or the difficulties of being single is one of the fastest ways to place yourself in the wrong category online. Not because these feelings are wrong, they are entirely human, but because broadcasting them publicly communicates a level of emotional vulnerability that serious men find concerning rather than compelling. Keep your private emotional life private. Your online presence is not your diary.

Fishing for validation.

Posts and captions designed primarily to generate compliments, how do I look, rate this outfit, tell me something nice, signal a need for external validation that serious men register immediately.

Validation-seeking communicates insecurity. And insecurity, as we have discussed throughout this book, is one of the most powerful placement signals working against you.

Making your desire for marriage too visible.

Sharing every relationship quote. Reposting every marriage goal content. Commenting loudly on every engagement announcement. Using captions that make it clear that finding a husband is your primary preoccupation. All of this communicates desperation, even when you are not feeling desperate. Keep your desire for marriage in your heart and in your prayers. Not on your timeline.

Inconsistency between your online presence and who you are in person.

This is perhaps the most damaging mistake. When a man meets you in person and finds someone grounded, warm and genuine, and then looks you up and finds a profile that seems to belong to a completely different person, the inconsistency creates doubt. Make sure the woman on your profile is recognisably the same woman he would encounter in real life.

**Instagram: The Most Important Platform**

For most Nigerian women Instagram is the primary platform where first impressions are formed and where your online placement happens most significantly. Here is how to make it work for you.

Your profile picture.

Your profile picture is the most important single element of your Instagram presence. It should be clear, warm and genuinely you. Not heavily filtered to the point of being unrecognisable. Not a group photo where it is unclear which person you are. Not a photo that is primarily about your body rather than your face and your energy. A clear, warm photo where your face is visible and your energy is readable, that is what you want.

Your bio.

Your bio is a small but significant placement tool. It should communicate who you are, briefly, specifically and with some genuine personality, without trying too hard. Mention something real about your life. Your work. Something you genuinely love. Where you are based. Keep it short. Keep it genuine. And do not make it about what you are looking for. Your bio is about who you are, not about what you want.

What you post.

Post content that genuinely reflects your life and your interests. Your work. Things that make you think. Places you go. Food you enjoy. Moments with people you love. Things that make you laugh. The texture of a life genuinely being lived. You do not need to post every day. Consistency matters more than frequency. But what you post should consistently communicate a woman who is interesting, grounded and genuinely engaged with her own life.

What you do not post.

Do not post content that is primarily designed to show your body for attention. Do not post about your romantic frustrations or your loneliness. Do not post content that publicly humiliates or attacks anyone, including ex-partners. Do not post anything that you would be uncomfortable with a serious man reading carefully. Because he will.

How you respond to comments and DMs.

A woman who responds to every comment with enthusiastic gratitude and every DM with immediate availability communicates easy access. You do not need to be rude or cold. But your responses should reflect

the same groundedness and selectivity that your posts do. Warmth without desperation. Engagement without over-availability.

Your stories.

Stories are where personality comes through most naturally. Use them to show the genuine texture of your daily life, not just the highlight reel. Humour. Observations. Things you are working on. Moments that are real rather than constructed. Stories that feel genuine and human are far more compelling than stories that feel like a performance.

### **WhatsApp: The Underestimated Platform**

Most women do not think of WhatsApp as a positioning tool. But your WhatsApp profile, your profile picture, your about section and particularly your status updates, is often the first thing a man sees when he gets your number. And it is communicating something about you before your first conversation has even begun.

Your profile picture.

Same principle as Instagram. Clear. Warm. Genuinely you. Not a quote or a cartoon or a photo so small or so filtered that it communicates nothing real about who you are.

Your about section.

Most women leave this blank or fill it with a generic phrase. Use it intentionally. A brief, genuine line about who you are or what you value. Something that gives a real glimpse of your personality without oversharing.

Your status updates.

Your WhatsApp status is a small but powerful window into your world. Use it to communicate the same things your Instagram communicates, a life being genuinely lived, a mind that is engaged, a personality that is warm and interesting. Avoid using your status for emotional processing, complaints about men or relationship frustrations. And avoid the pattern of posting statuses that are clearly designed to get a specific person's attention. This is visible and it communicates the opposite of the groundedness you are building.

### **Dating Apps: Using Them With Dignity**

Dating apps have become a genuine part of how Nigerian women and men meet, particularly in cities like Lagos and Abuja where social circles can feel small and closed. There is no shame in using them. But there is a right and a wrong way to position yourself on them.

Your photos.

Use clear, recent, genuine photos that accurately represent what you look like. A variety, a clear face photo, a photo that shows your full self, a photo that captures your personality in a real moment. Avoid using only heavily edited or filtered photos. The goal is to attract someone who is genuinely attracted to you, not to a filtered version of you that creates disappointment when you meet in person.

Your bio.

Your dating app bio is prime positioning real estate. Use it to communicate who you are specifically, not generically. Generic bios, I love to laugh, I enjoy good food and good conversation, I am looking for someone genuine, say nothing because they describe everyone. Specific bios, what you actually do, what genuinely interests you, something that makes you distinctly you, immediately separate you from the majority and attract the kind of man who is specifically interested in who you specifically are.

Do not put your relationship requirements in your bio as a list of demands. Do not use your bio to process past relationship

disappointments. And do not make it longer than it needs to be.

Specific, genuine and warm, that is the standard.

How you engage.

On dating apps the quality of your early conversation matters

enormously. Engage with genuine curiosity. Ask real questions.

Respond thoughtfully. Do not give your number immediately. Do not

move to WhatsApp before you have had enough conversation to know

whether this person is worth the next step. And do not invest

emotionally in someone you have not yet met, because the person on

the app and the person in real life are sometimes significantly

different.

### **LinkedIn: The Overlooked Opportunity**

LinkedIn is the most underused platform by Nigerian women for social positioning and it deserves more attention than it receives.

Serious, established, professional Nigerian men are on LinkedIn. They

are there for professional reasons, which means the environment is

naturally more grounded and more serious than purely social

platforms. And a well-maintained LinkedIn presence, one that

communicates genuine professional investment, clear thinking and a

real sense of who you are professionally, is a form of placement that most women have not considered.

Keep your LinkedIn profile current, specific and genuine. Engage with content that reflects your professional interests and your thinking. And do not be afraid to let your personality come through. LinkedIn is professional but it is not robotic. The combination of genuine professional substance and genuine human warmth is compelling on a platform where most people present only one or the other.

### **Your Online Audit**

Use these questions to audit your current online presence across all platforms.

Instagram: Does my profile picture communicate warmth and genuine personality? Does my bio reflect who I actually am? Does my feed show a life being genuinely lived or a life being performed? Is there anything on my profile that I would be uncomfortable with a serious man reading carefully? Does my online presence consistently reflect the same woman I am in person?

WhatsApp: Does my profile picture represent me well? Does my about section say something genuine? Do my status updates reflect the kind of woman I want to be known as?

Dating apps: Are my photos current, clear and genuine? Does my bio communicate something specific and real about who I am? Am I engaging on the app with the same groundedness I am building in real life?

LinkedIn: Is my profile current and specific? Does it reflect genuine professional investment? Does my personality come through in a way that is both professional and human?

For every no or not sure, make one specific change this week. Not a dramatic overhaul. One honest, deliberate improvement at a time.

### **The Standard to Hold**

Every time you are about to post something, on any platform, ask yourself one question before you do.

Does this reflect the woman I am becoming?

Not the woman you were last year. Not the woman you are on a difficult day. The woman you are becoming, grounded, genuine, interesting, warm, selective and completely at peace with herself.

If the answer is yes, post it.

If the answer is not quite, do not.

That standard, applied consistently, will gradually transform your online presence from something that is working against your placement into something that is actively working for it.

And a serious, responsible, marriage-minded Nigerian man who encounters that presence will know, before he has even spoken to you, that you are someone worth pursuing.