

A close-up photograph of a happy family of four. On the left, a man with dark hair and a light beard, wearing a white t-shirt, has his arm around a young boy. The boy, with short dark hair, is wearing a pink long-sleeved shirt and is looking towards the camera with a slight smile. In the center, a young girl with long dark hair tied back, wearing a green tank top, is smiling broadly. On the right, a woman with long dark hair, wearing a pink tank top, is smiling warmly at the camera. They are all outdoors in a bright, sunny environment with trees in the background.

BUILDING YOUR PROFILE

**parentfinder.com**

## BUILDING YOUR PROFILE

### THE PROCESS FOR BUILDING YOUR PROFILE

#### OUR LETTERS

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#### ABOUT US

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#### OUR VIDEOS

#### OUR PHOTOS

#### OUR AGENCY/ATTORNEY

#### OUR eBOOK

#### OUR CONTACT INFO

#### OUR PROFILE BOOK

## The Process of Creating Your Adoption Profile



13.



Review your profile proof with your agency. Make changes if necessary

14.



Approve your profile

15.



pdf, print file, and eBook  
Made available in dropbox

17.



Profile live  
parentfinder.com  
agency's site

17.



Complete the video camera request form

18.



receive camera,  
camera bag, tripod,  
return shipping label,  
video guidelines

19.



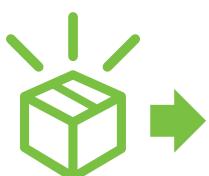
Review video profile tips  
with your profile coach

20.



Shoot your video  
have fun with this!

21.



ship camera back

22.



Review and approve  
your video profile

23.



Create social media accounts  
and a plan for staying active

24.



Adoption website created



## OUR PROFILE LETTERS

Your parentfinder profile is created using 7 chapters and 35 photos. Write from the perspective that you are telling your story to an old friend whom you haven't seen in years. Of the 7 chapters 4 are well defined. Our story, about parent #1, about parent #2, and our story. The subject of next three chapters are driven by your life. The guidelines below combined with our 1 on 1 coaching should help you create a profile rich in story and photos.

### About Parent 1 & Parent 2 (individually) (150 word maximum)

If you find it difficult to write about yourself, this is a great place to write about your partner. Be sure to state clearly "About Tom, by Sue". Write about what makes them unique. Stay away from broad statements like, "makes friends easily". You can write about their hobbies, skills, and qualities. Be specific. This is a good time to include things they are looking forward to personally sharing with a child.

### About Us (150 word maximum)

This letter should paint a vivid picture of you the couple. This is where you can share a little about how and when you met, what you like to do and how you would characterize the strength and stability of your relationship.

#### TIPS

- To get started, think of a few key descriptive words that best define who you are. Expand on each of those words as you write. Be true to who you are.
- Be brief. Most often less is more. Try to keep it to two paragraphs.
- Proofread and share with trusted friends and family for their advice. Don't be afraid to go through three or four drafts before you've properly expressed your thoughts.

### Our Home (150 word maximum)

What makes your house a home? Is the yard a place for adventure? Is there a playroom set up? Are there playgrounds nearby? What makes your neighborhood or area where you are located special? Mention those.

### Our Other Chapters

This is where you tell the rest of your story. Think about your life. What do you want a birth mother to know? What do you want to share with a child?

#### TIPS

- Do you play music?
- Do you love science?
- Do you love the outdoors?
- Are you athletic?
- How about seasonal traditions?
- What is your passion?

### Our Child or Children (150 word maximum)

Your child/children have love and interests and traits they will share with the newest member of your family. What is his or her personality like? What will they enjoy teaching or doing with their new sibling? What memories will they be able to share? Be sure to show him or her in your pictures doing some of those things.

### Our Vacations/Travel (150 word maximum)

If you enjoy travel, even if they are day trips as a couple/family, this is where you can tell your story. These are experiences you are offering to a child. They make a nice addition to your profile.

### Our Pets (150 word maximum)

Pets are like furry little members of your family. Be sure to describe their temperament and place with in the family. It's a good idea to describe their personality with children as well.

### Our Holidays & Traditions (150 word maximum)

Do you have a bike parade for neighborhood kids on the 4th of July? Do you make big gingerbread houses at Christmas with cousins? Have a group of 30+ over for Thanksgiving? Whatever it is you do that conjures warm feelings and sets you apart.

Family traditions are a great way to show what makes your family unique. Have a tradition that isn't holiday related. List it!

**Our Current & Future Activities** (150 word maximum)

music lessons, attending annual events, boating, gardening. You get the idea. If it colors your life, allow it to color your profile.

**Our Adoption History** (150 word maximum)

Has adoption played a role in your lives previous to this journey? If so this is a great time to share. If you were adopted it is important to briefly mention your story. Have you already grown your family through adoption? If so, please share. If your previous adoption was open, maybe that expectant parent would write something for your profile? Has adoption touched part of your extended family? This is an important element that shows that your family has already shown that unconditional love and acceptance through adoption.

**What Will Make Us Great Parents** (150 word maximum)

This can be your "top 10 list" or can be where you share your vision of what parenting means to you.

**Closing Statement/Promises** (150 word maximum)

A meaningful, heartfelt paragraph that sums up your profile and story. It is important to bring your profile full circle. A closing page is a great way to remind the birth parent of the important things you want to share. You can also use this space to make promises of the life you would give their child.

**OUR PHOTOS**

Photography plays a key role in the adoption process. For a expectant parent, photos of you, your house, children, pets and family make a tremendous difference in her comfort of choosing you over someone else. In fact most expectant moms look at photos first. Because of this, you want to have photos that tell a story. Make sure they have strong central subject matter. You want to convey action, happiness, promise, personality and warmth. 20-30 images would be ideal but quality is more important than quantity. Remember, keep the sunglasses off and avoid pictures with alcohol.

**TECHNICAL SPECS**

- Camera The best photos are taken with at least a 6 megapixel or larger digital camera.
- Phones & Tablets Mobile devices take very good photos but treat the equipment like a camera and avoid "selfies". Also avoid any filters or apps that color correct and manipulate photography.
- Scanning If you have to scan photo prints, please set your scanner to 210dpi or higher.
- File Type Provided your digital image as either a JPG or PNG file format with a file resolution of 210dpi or higher.
- File Size Ideally your images should be a minimum of 1536 pixels X 1180 pixels (8" x 10"). You can set most cameras to this size with a resolution of 300dpi.

**TIPS**

- Be Unique Ask, "What makes me special"? Display your talent or trade!
- Keep it Fresh Your photos should be current and staying active with your Parentfinder profile will increase your visibility.
- Style Well-lit faces, no harsh shadows, good eye contact, focus on an individual or family unit, Neutral clothing choices, Do not overly retouch the photos.
- It's All About You Keep yourself the main focus of the photo and stay away from large group shots as much as possible.
- Stand Out From the Crowd Consider looking over other adoptive couples profiles. What can you do to make your profile photo stand out from the rest? Think outside of your typical "couple on the couch" or "Christmas photo by the tree". See every event or activity as a photo opportunity.



## OUR VIDEOS

Once you have completed the profile creation process it is time to create a video version.

### Complete the video request form

As you are proofing your written profile you will be sent a link to our Video Camera Request form. Fill out the shipping information. You will be emailed a tracking number once the camera ships

### Video Profile Meeting

Set up a time to discuss the video creation process with your profile coach

#### YOUR VIDEO PROFILE KIT

- Video Camera Your camera will come preset and includes a fully charged battery. There is a memory chip included in the camera.
- Tripod We include an adjustable tripod that can expand up to a height of 5 feet
- Camera Bag A camera bag is provided to keep the camera safe while traveling throughout your yard and community
- Charger There is a cord for charging your camera
- Video Guide We include a tip sheet for capturing your footage
- Return shipping label When you are done recording simply pack all of the contents back in the box affix the and drop it off at a UPS store

#### TIPS

- Good lighting Use natural light when possible. Angle the sunlight at 45 degrees from front center so the light is not in your eyes
- Good audio Keep camera as close as possible to get better audio for spoken words
- Vocals Speak at a smooth pace and consistent volume. Take a deep breath slowly release it, then start speaking
- Less is more When speaking, think in terms of seconds not minutes for your content. Remember that the final video will be around three minutes total.
- Capture life outside your home Outside activities bring out the natural side of your home environment. Narration of those moments should be done inside so the wind doesn't distract the viewer. We can pull audio for use in other sections.
- Diversity is the spice of life If you talk about you or your husband's hobbies try to show that with corresponding footage. Narration can be done inside your home and edited in by our staff
- Use a friend If it helps to have a familiar face behind the camera have a friend stand behind the camera to hit the record button
- Invite the viewer to dinner Consider showing kitchen, cooking and/or eating together. The kitchen is where we spend a great deal of time together as a family.
- Perception is reality Changing clothes for different shots gives the perception of a broader time line. That way it doesn't appear that you shot all of your footage in a single afternoon.
- Smile Be happy! Smiles can go a long way!



## Our Social Media and Outreach

Once you have signed up for parentfinder profile creation services we begin creating accounts for you. These are adoption ONLY sites that don't contain last names or personal information. All communication runs through your agency to keep you safe.

### YOUR SOCIAL MEDIA KIT

- Parentfinder.com journaling feature. Add a photo in your journal show birth mothers your care by staying active with your profile
- Google + included is an e-mail account, a blog site, and the ability to friend people related to adoption like, parentfinder's staff, your agency's staff, birth mother organizations and other people related to adoption
- Facebook a cause page where you like other Facebook pages related to adoption like Birth Mother Baskets, Birth Moms Today, parentfinder, your agency...
- Twitter think of twitter as the vehicle that helps you post updates to all of your sites at once: Facebook, blog, your website and Pinterest updated using this one account. 140 characters and a photo says a lot, say it with twitter!
- Pinterest a picture is worth a thousand words. Why not say it with Pinterest. Perhaps it's a photo of a meal with loved ones, your favorite artist, song, yard, playground, or an event you attended. You cast a wider net and continue to tell a rich story using this social media
- Your Adoption Website populated with your profile photos and letters. We populate this site once your profile is complete & we include your twitter feed to keep it current.

Weekly journaling continues the story begun with your profile. Using journal entries also shows birth moms you care by staying active. Remember to keep your entries short. Less is definitely more.

### Journaling tips

- Capture weekly activities
- Capture seasonal anecdotes from childhood that you would like to share with a child
- Share songs from your favorite artist include why the song resonates with you
- Include a quote of hope or inspiration
- Offer insight about community events
- Mention people who have been important in your life and why
- Laughter is the best medicine - share a laugh

### Outreach

Print post cards using your profile cover photo on the front. On the back include a brief *about us*. Include a link to your parentfinder profile and include agency contact info

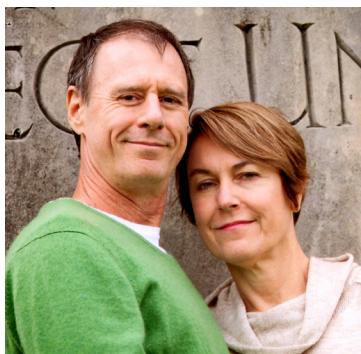
### Distribute

- Churches
- Crisis Pregnancy Centers like Planned Parenthood
- OB Gyn offices
- Hospital Maternity Wards



## OUR FAMILY DASHBOARD

GREG and KEELY



click here to Recrop Avatar

Username	: GregandKeely
Membership	: FEATURED - NEW ( <a href="#">Click Here To Upgrade</a> )
Creation Date	: 01/01/2015
Email on File	: greg.phelps@cairsolutions.com
Our Page	: <a href="http://www.parentfinder.com/gregandkeely">http://www.parentfinder.com/gregandkeely</a>
Flipbook	: <input checked="" type="checkbox"/>
E-Pub	: <input checked="" type="checkbox"/>
Pdf Profile	: <input checked="" type="checkbox"/>



EDIT PROFILE



VIEW OUR PUBLIC PROFILE



PHOTOS



VIDEOS



MAIL



FLIPBOOK



JOURNAL



PDF PROFILE



AGENCY



FORUMS



A LA CART SERVICES



CHANGE PASSWORD

## OUR PROFILE BOOK

Parentfinder now offers an, exclusive full color, high quality, hard cover, perfect bound profile book. This newest feature gives you a unique advantage as your agency/attorney shares it with birthparents. Our book is 8"x10", portrait. You have the choice of 3 design themes to fit your personal style. Once you upload your profile content and images to Parentfinder.com, your profile book will be produced.

In addition to this hard cover book, a PDF file will also be available for use and distribution. Knowing there is a large population of people using mobile devices and tablets to view our adoptive couples, we also now offer an ebook version of your profile book at no additional charge!

The content in the profile book mirrors the content in your online profile and covers the categories:

[About Parent 1 & Parent 2 \(individually\) Letters](#)

[About Us Letter](#)

[The rest of our story](#)

[Our Child or Children](#)

[Our Vacations/Travel](#)

[Our Pets](#)

[Our Holidays & Traditions](#)

[Our Current & Future Activities](#)

[Our Adoption History](#)

[What Will Make Us Great Parents](#)

[Our Home](#)

[Closing Statement/Promises](#)

Because photography is so important in building your profile, the photos you upload will be used to help tell your story and vary the page layout. The more photos you upload, the more interesting your book will look.

## Profile Book Themes

You have the choice of 3 books themes. The theme helps establish the design of book and allows you to express your individual personality. Each theme allows for many pictures, captions, text and quotes. After selecting a theme, each page is customized with your profile information and photos for a truly unique presentation.

### Themes

Modern Flare	A clean, contemporary, minimalist style book with sophisticated modern fonts and white, grey or black backgrounds.
Home Journal	A playful scrapbook look and feel with a variety of fun fonts and colored backgrounds.
Classic Selection	A more traditional design style with classic font choices, page layouts and photography use making this a nice middle ground between Modern Flare and Home Journal.