

HENRIK J KLIJN: PORTFOLIO '25

SEEKING COPY & CONCEPTS



BACKGROUND

ABOUT ME

Every brand tells a story, but not every story finds its audience. I’ve built a career on closing that gap—finding the line, the phrase, the campaign that doesn’t just speak but lingers, sharp and resonant, in the mind of the reader. Writing, for me, is not decoration. It is direction. It moves people toward clarity, connection, and choice.

At Reflex Media, where I serve as Head Copywriter, I oversee two very different yet equally demanding voices.

[Seeking.com](#), with its 56 million members worldwide, requires the scale and polish of a global brand.

[FirstDate.com](#), a journal with more than 2 million readers, calls for intimacy, curiosity, and a steady editorial hand. Balancing both has made me fluent in contradiction: bold enough to lead a relaunch, precise enough to make every comma count.

For Seeking, I directed the company’s 2025 global brand relaunch, creating the campaign “You know what you want. Find it on Seeking.” A simple line, but simplicity is deceptive; it required weeks of strategy, cross-department collaboration, and a clear-eyed understanding of how people talk about love and desire in 2025. The campaign delivered measurable returns—20% lift in organic traffic, 25% YoY ROI increase—but what matters more to me is this: it gave the brand a voice that finally matched its ambition.

At FirstDate, my focus has been authority through authenticity. I built and executed the editorial and SEO strategy that increased readership by 40% year-over-year, transforming the journal into a recognized voice in modern dating culture. My work has been cited by The Dispatch (Nick Catoggio), referenced in Insider, Bustle, and The Cut. These aren’t just mentions; they are proof that when writing rings true, it carries. It escapes its intended platform and becomes part of the larger conversation.

The through-line across these projects is not just output, but outcome. I write copy that converts, yes—but more importantly, I write copy that endures. Whether through advertising concepts, native campaigns, SEO-driven features, or brand relaunches, I merge storytelling with data to ensure the message performs as beautifully as it reads.

What I offer as a Senior Copywriter is not only technical proficiency—the ability to draft, edit, optimize, and deliver—but also a way of thinking about words as architecture. Every headline is scaffolding; every campaign is a structure meant to stand long after the launch. My reputation, within and beyond Reflex, is built on reliability, precision, and the ability to turn broad strategy into sentences that work.

The best writing carries both inevitability and surprise. The inevitability that this is the only way the line could have been written; the surprise that it had not been written before. That is the energy I bring to every project, from a three-word tagline to a multi-platform campaign.

Henrik Jonathan Klijn



CASE STUDY # 1

SEEKING.COM




CASE STUDY: SEEKING.COM

**“YOU KNOW WHAT YOU
WANT. FIND IT ON SEEKING.”**



You're not asking
for *too* much.
You're just asking
the *wrong* apps.

Find it on
seeking



He's a 10
but acts more
committed to his
fantasy football team

seeking



Manifestation? Please.
We have an app for that.

YOU KNOW WHAT YOU WANT. FIND IT ON seeking



seeking
Presents

The Truth Booth

Seeking Redefines Luxury Dating – Press Release

SEEKING ANNOUNCEMENTS



What is the Seeking Society?

A core group of elite Seeking users who met their significant other on the website and have subsequently left the site but remain connected. They are therefore the soul of Seeking – the essence of what everyone is looking for.

We invite you to be part of this society and join us around the globe, as we celebrate love – the Seeking way.

We want to create a community of people who have met on Seeking and showcase the way those connections have brought into their lives. With exclusive events, gift boxes, and a direct line to co-CEOs Brandon Wade and Dana Rowanell, the Seeking Society is the inner circle of Seeking.com – and the highlight of the Seeking experience.



Join the Seeking Society

Apply here to join a community that stands for success, love, and luxury, the Seeking way.

Start Press Enter
*like 10 sec



“The more success we help create, the larger our community will become.”

Dana
Wade
Brandon

Apply for Membership

ENGLISH ESPAÑOL FRANÇAIS DEUTSCH 中文(簡) NEDERLANDS PORTUGUES 日本語



Seeking.com is the largest luxury dating site for the beautiful, wealthy, and successful, with over 52+ million members worldwide.



MEMBERS OF SEEKING ARE NOT SUBJECT TO MANDATORY BACKGROUND SCREENINGS BUT HAVE THE OPTION TO SUBMIT FOR A BACKGROUND CHECK AND/OR ID VERIFICATION.

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Anti-Sex Trafficking
Freedom Light
Safety in Online Dating
Privacy
Terms
Terms (EU)

Luxury Dating

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Experiences Hypercam?
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What is Dating Up
Dating Scenes
Seeking Blog
Security
Safe Dating Tips
Member Testimonials

THE BRIEF

seeking.com needed a unifying campaign to sharpen its positioning as the premier platform for intentional, luxury dating. The objective was twofold:

1. Brand Elevation – articulate Seeking's identity around clarity, confidence, and luxury dating standards.
2. Performance – develop campaign assets flexible enough to be tested across native advertising, SEO-driven editorial, paid media, and CRM/email.

The challenge: Create a bold, clear messaging system that worked both as top-of-funnel brand storytelling and performance-driven copy.

seeking

Premium Is Still Yours

Return to Premium

TIME REMAINING

00 00 00 00
Days Hours Minutes Seconds

Hi %username%

You've been Premium before. Now's the time to come back. Premium prices are increasing on July 8. However, if you return today, you'll keep your current rate for as long as you remain subscribed.

Why Go Premium? Here's What You Get:

Diamond is the upgrade you've been waiting for.

- **3x Profile Visibility** - Got the Premium Badge and signal to all the Diamonds you're worth it.
- **Get Multiple Locations** - Jet setting in more than one city? We've got you covered.
- **Looking for Diamonds?** - Advanced Search Filters help find what you want faster.

YOU KNOW WHAT YOU WANT.
FIND IT ON SEEKING.

Renew

All paused or expired subscriptions will be subject to the new pricing after July 8, 2023. Offer valid until July 8, 2023, at 5:00 PM PT. Offers are subject to change without notice, are non-transferable, and are not valid for cash or cash equivalent. Management reserves all rights.

seeking

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seeking

Locked In? Don't Let It Expire



TIME REMAINING

00 00 00 00
Days Hours Minutes Seconds

Hi %username%

If your Diamond subscription lapses, you'll pay the new price to return. All you have to do to avoid that? Keep your plan active.

Diamond is the upgrade you've been waiting for.

- Lock in your rate before the increase
- 3-Day Exclusive access to new members
- 12x your profile visibility

Want to keep your rate? And get 3-day exclusive access to all new users. Simply keep your Diamond subscription active. No changes. No surprises. No stress.

YOU KNOW WHAT YOU WANT.
FIND IT ON SEEKING.

Upgrade

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seeking

Keep What Others Will Pay More For



TIME REMAINING

00 00 00 00
Days Hours Minutes Seconds

Hi %username%

You're already enjoying Diamond at your current rate. After July 8, the same plan will cost more for others.

Just remember

- Lock in your rate before the increase
- 3-Day Exclusive access to new members
- 12x your profile visibility

Want to keep your rate? And get 3-day exclusive access to all new users. Simply keep your Diamond subscription active. No changes. No surprises. No stress.

YOU KNOW WHAT YOU WANT.
FIND IT ON SEEKING.

Upgrade

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seeking

Don't Miss the Diamond Deadline



Upgrade to Diamond

TIME REMAINING

00 00 00 00
Days Hours Minutes Seconds

Hi %username%

This is your final opportunity to upgrade before Diamond prices increase.

Diamond is the upgrade you've been waiting for.

- Lock in your rate before the increase
- 3-Day Exclusive access to new members
- 12x your profile visibility

Upgrade

All paused or expired subscriptions will be subject to the new pricing after July 8, 2023. Offer valid until July 8, 2023, at 5:00 PM PT. Offers are subject to change without notice, are non-transferable, and are not valid for cash or cash equivalent. Management reserves all rights.

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MY ROLE

As Head Copywriter, I:

- Concepted & wrote campaign's hero lines and modular messaging frameworks such as the Truth Booth.
- Designed four distinct wireframe variants (MULTI, WHITE, PINK, NAVY) to test how brand voice performed across visual treatments.
- Partnered with SEO strategists to ensure blog/editorial extensions reinforced campaign pillars.
- Developed copy for native ad tests (different headlines, tones, lengths) to measure audience response.
- Coordinated with design and marketing to ensure tone and copy carried seamlessly through production.
- Extended the campaign voice into editorial features, CRM, and social content, maintaining consistency across channels.

Find someone to
travel the world with...



Indulge in
*Unforgettable
Moments...*



RESEARCH & STRATEGY

Research & Strategy

1. Audience Insights

- Seeking's users are ambitious, style-conscious, and intentional daters.
- Pain points: fatigue with mainstream apps, unclear intentions, and wasted time.
- Insight: The brand had to validate members' confidence and clarity without alienating new, aspirational users.

2. Market Audit

- Competitors positioned themselves around fun, serendipity, or sheer volume of matches.
- None owned the luxury + intentional dating space.
- This gap became the foundation for "You Know What You Want."



Company Name

Sponsored ·

Passport ready? Meet successful, adventure-loving singles on Seeking and explore the world together. From rooftop dinners in NYC to yacht trips in Miami – it's time to date on your terms.



Find someone to
travel the world with...

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Find it on Seeking.

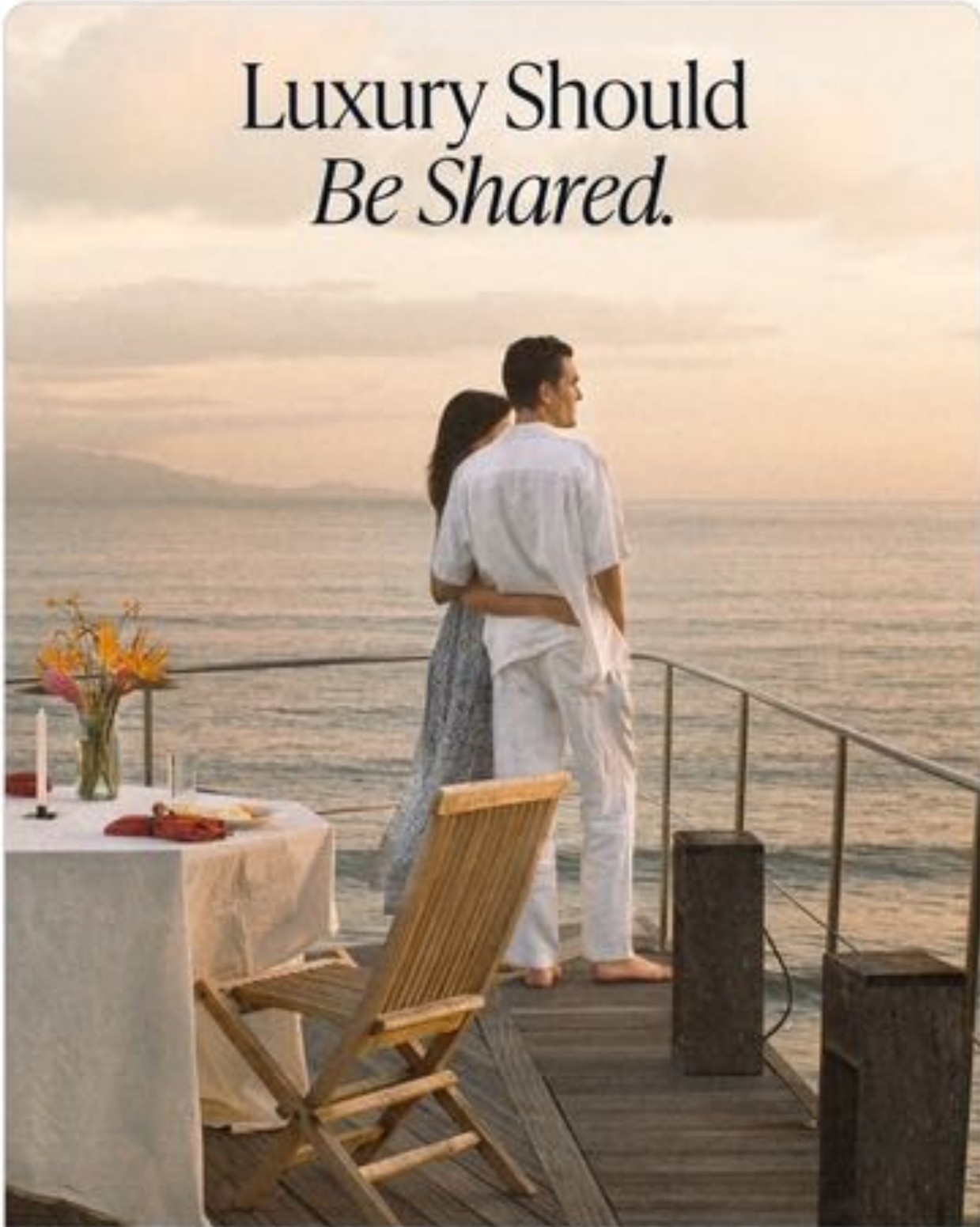
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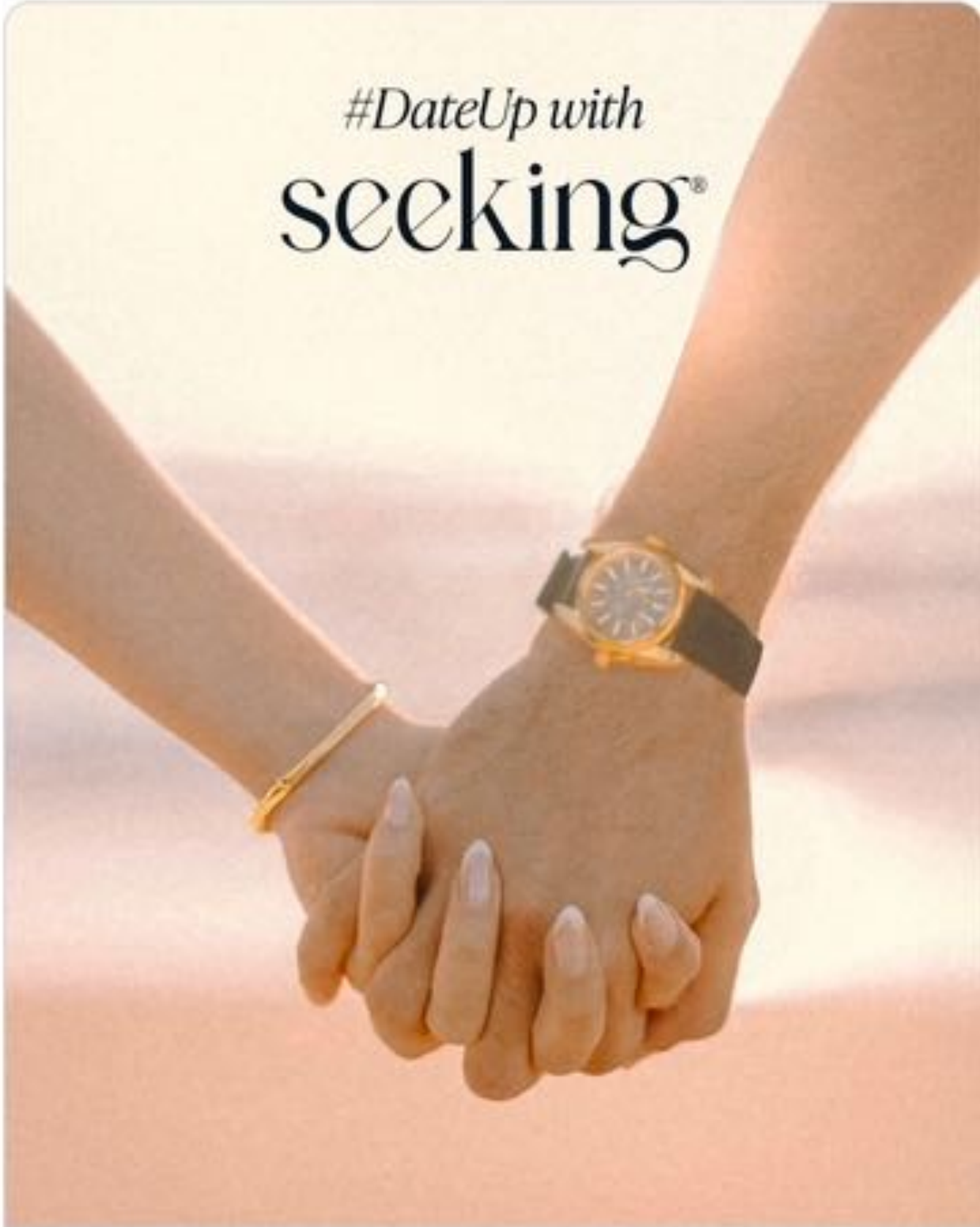
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Luxury Should
Be Shared.

You know what you want.
Find it on Seeking.

See more



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seeking®

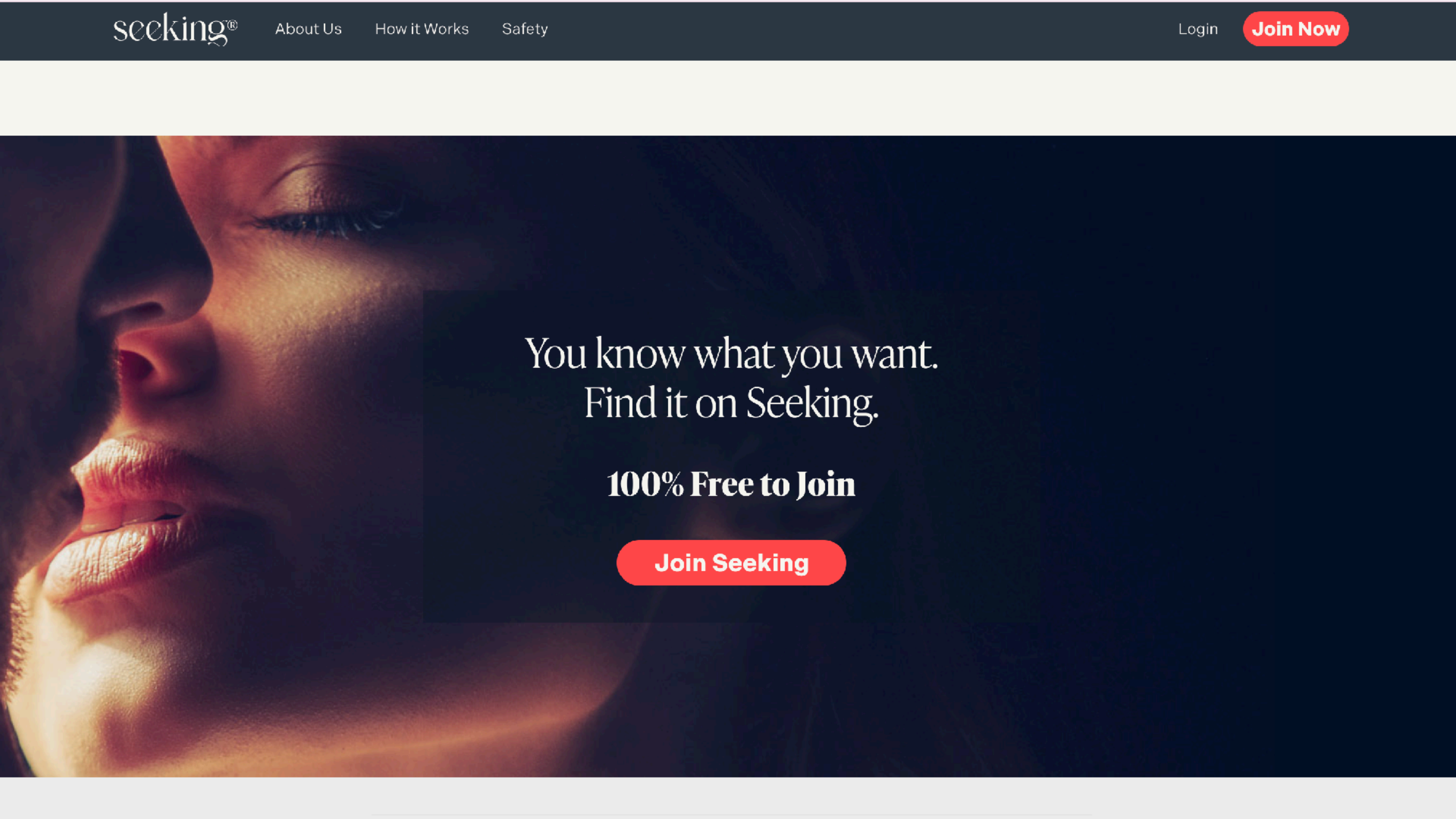
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A close-up, low-angle shot of a woman's face, focusing on her eyes and lips. She has dark hair and is looking slightly upwards and to the right. The lighting is soft and warm, highlighting her features. The background is dark and out of focus.

You know what you want.
Find it on Seeking.

100% Free to Join

[Join Seeking](#)

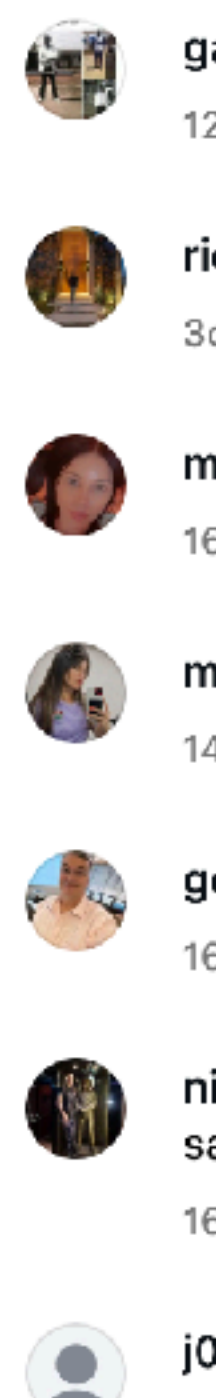


Same Energy.
Same Elegance.
New @



We're not playing
hard to get.
Just hard to miss.

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We moved,
but we're still your type.

RESEARCH & STRATEGY (CONTINUED)

3. SEO Research

- Worked with SEO team to identify high-value themes: intentional dating, high standards, clarity in relationships, luxury dating experiences
- Mapped campaign messaging into an editorial calendar (Q3 blog roadmap) that reinforced the campaign pillars via SEO-optimized features.

4. Testing Strategy

- Structured the campaign for native ad testing:
 - Created multiple headline variations (direct, luxury-oriented, curiosity-driven).
 - Developed long-form advertorial snippets for placement on lifestyle/native platforms.
 - Monitored performance to identify which tones drove clicks and conversions.



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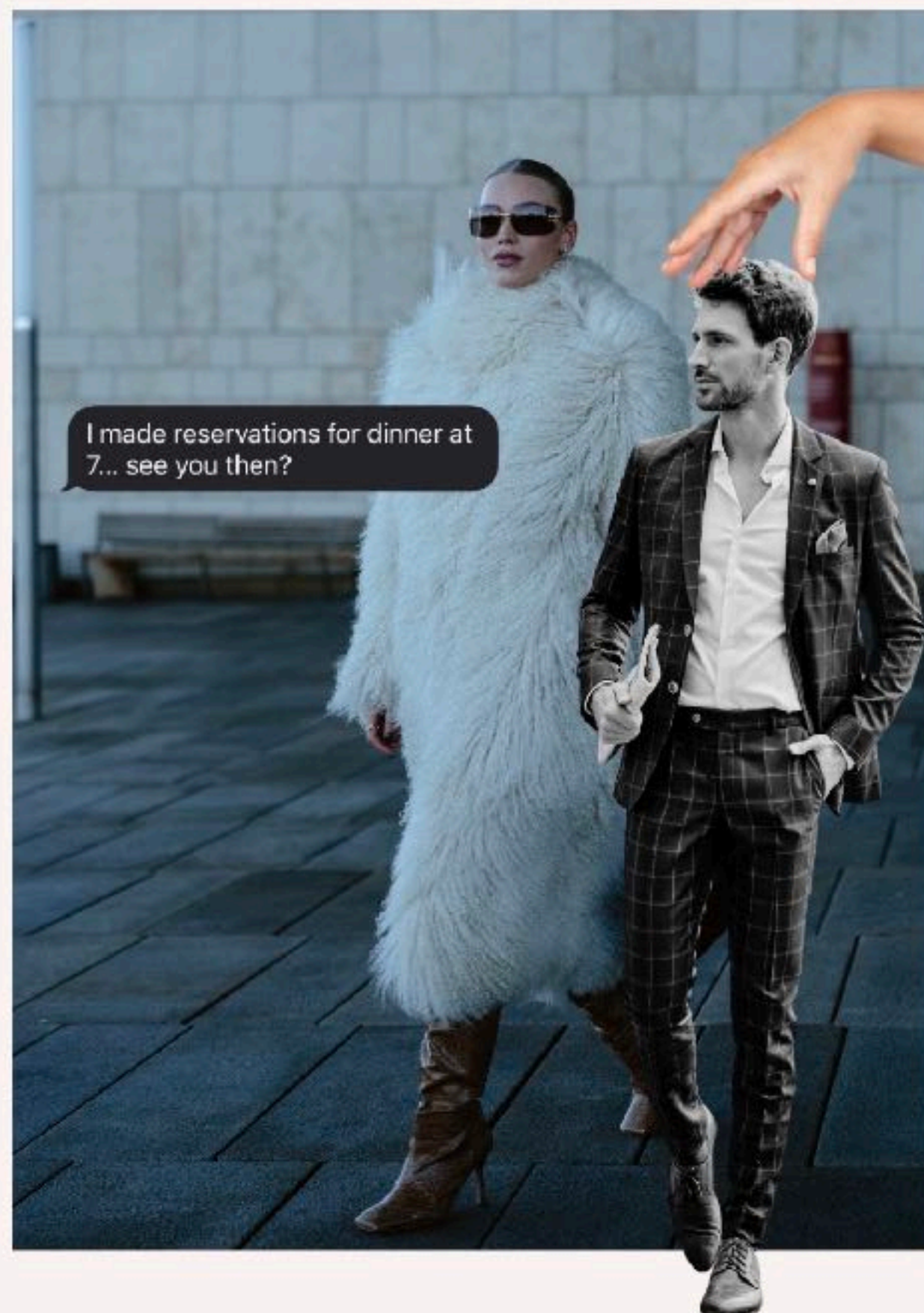
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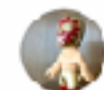
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"I used to
explain my
needs like
they were
negotiable.
Not anymore."



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August 25



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3



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doesn't mean he's the one 😊

August 20

THE CREATIVE PROCESS

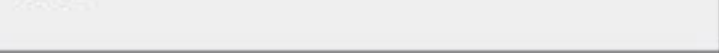
Phase 1: Core Messaging

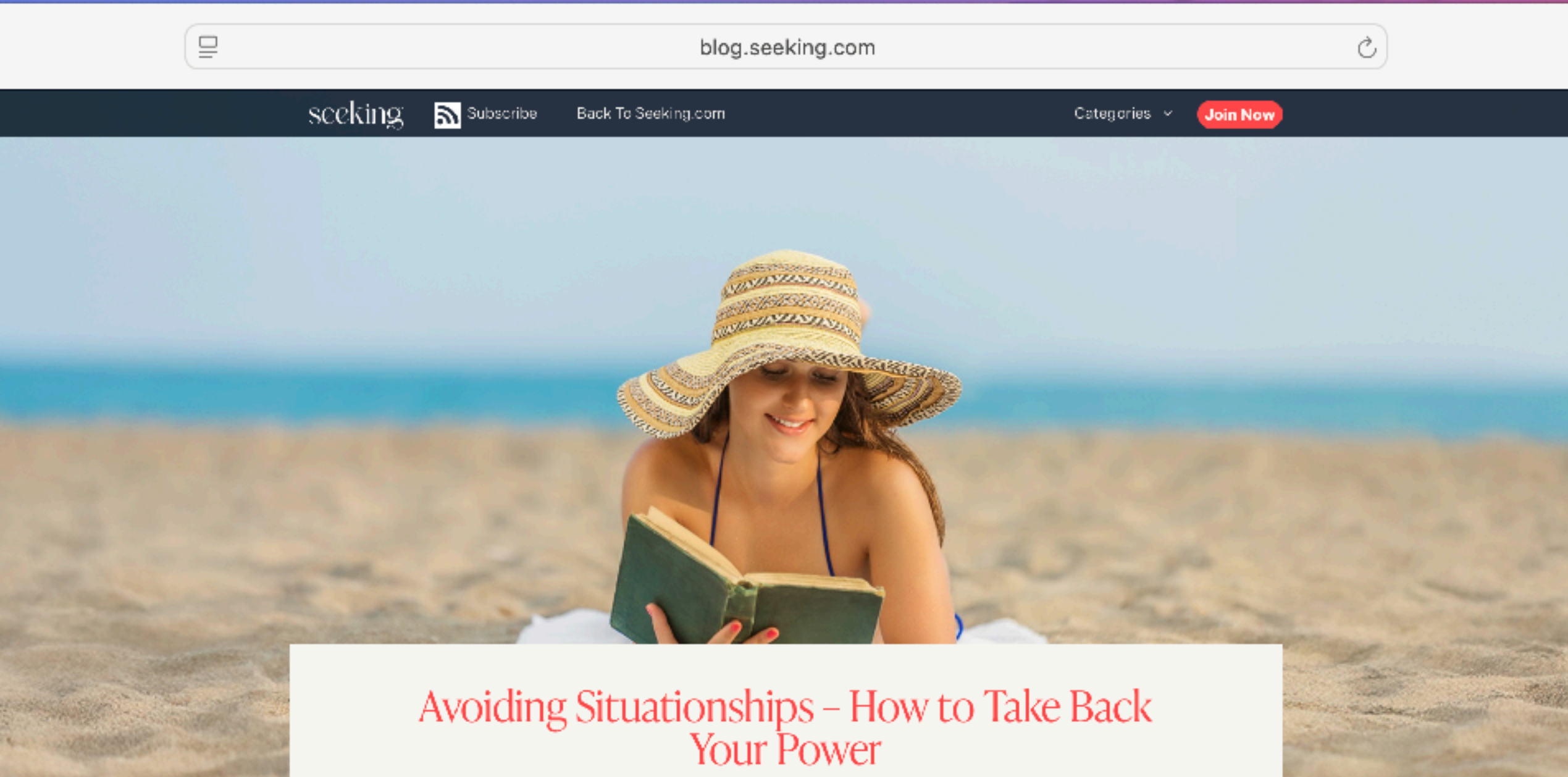
- Developed the hero line: “You know what you want. Find it on Seeking.”
- Built supporting copy frameworks: clarity-driven headers, confidence-focused body copy, action-oriented CTAs.
- Built and developed a full range of slogans and taglines that reflect the core brand promise: that Seeking will help you find what you want.

Phase 2: Wireframe Variants

- Produced four modular site experiences:
 1. MULTI: Visually diverse, multi-panel structure.
 2. WHITE: Clean, minimalist layout – emphasizing luxury and clarity.
 3. PINK: Bold, playful variant with aspirational tone.
 4. NAVY: Strong, premium-feel variant for high-value positioning.

Each carried the same messaging spine but tailored tone and layout for audience segmentation.





Avoiding Situationships – How to Take Back Your Power

DATING TRENDS

By: Henrik J. Klijn - February 3, 2025

Are you, by any chance, tired of navigating the emotional roller coaster that is the dreaded situationship? Or, perhaps you've recently been hit—again—with an awkward, "I like you, but I'm not looking for a serious relationship right now" chat?

Welcome to dating in 2025, where the "situationship"—that maddening almost-but-not-quite relationship—has managed to claim center stage. You're not alone if you're frustrated with the endless gray areas, social media's chokehold on your romantic prospects, and a hookup culture that never quite delivers.

But here's the good news: you have more control over this chaos than you might think. It's time to reclaim your power by embracing clarity, boundaries, and realness.

The Rise of the Situationship

Gone are the days of simple courtship. Now, terms like "situationship," "breadcrumbing," and "ghosting" dominate dating discourse. A situationship, a term coined to describe a relationship that is neither a casual hookup nor a committed partnership, is essentially a purgatory where two people connect but avoid defining their relationship. Sound familiar?

Why has this become the norm? Experts attribute the rise of situationships to a perfect storm of dating apps, social media, and shifting priorities among young people. Dating apps provide endless options, giving the illusion that someone "better" is always a swipe away. Social media fosters comparison, making authentic connections feel impossible. Couple that with career-driven goals, and people are hesitant to "settle down" without feeling certain—a certainty few achieve in today's fragmented dating landscape.

Hookup Culture and Emotional Famine

Hookup culture isn't inherently bad. For some, casual encounters can be liberating and empowering. But for many, it creates a confusing paradox: physical connection devoid of emotional intimacy. And when you layer in ghosting—that heartless vanishing act that leaves you wondering what went wrong—it's no wonder people feel drained.

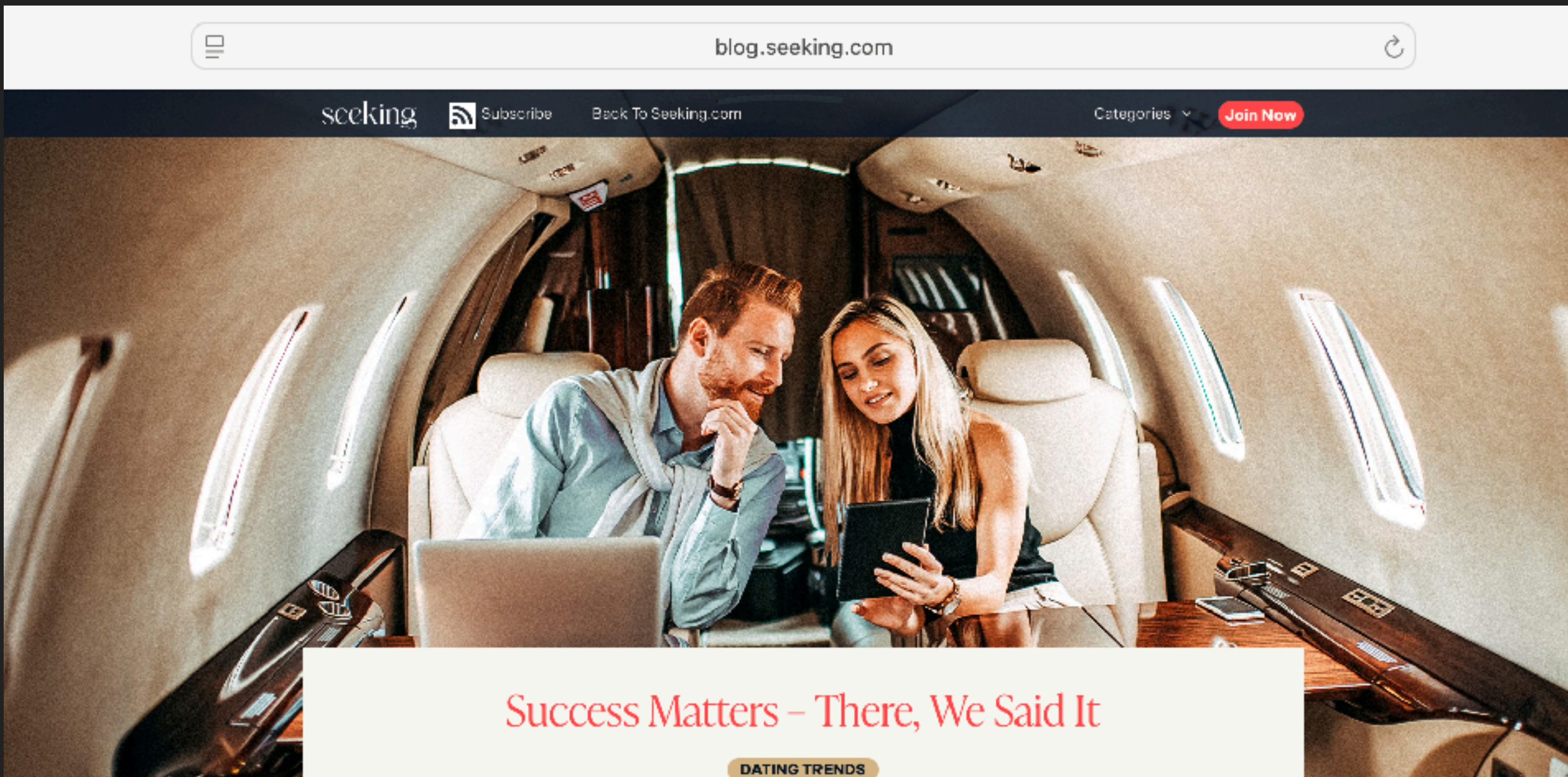
A 2022 Pew Research study, a comprehensive survey conducted among U.S. adults between 18 and 30, revealed that over 60% of the participants reported feeling dissatisfied with their dating lives. The most cited reasons? Lack of clarity, mismatched goals, and the exhausting unpredictability of modern dating—all hallmarks of a situationship.

How Social Media Fuels the Chaos

Social media compounds the problem by turning romantic lives into performative art. Instagram highlights the glossy facade of happy couples, while Insta trends dissect every potential "green flag" or "red flag."

Meanwhile, the endless scroll of "relationship advice" threads can make you second-guess every interaction. If you're already stuck in a situationship, these conflicting messages can pull you deeper into confusion, making it harder to set clear boundaries or walk away.

How to Take Back Your Power



Success Matters – There, We Said It

DATING TRENDS

By: Henrik J. Klijn - May 23, 2025

Why Chemistry Requires Ambition

Being kind—and most will agree on this—is a relationship baseline. It's fuzzy, comforting, and undeniably a foundational component to any healthy relationship. But being nice alone isn't enough. It doesn't sustain intrigue. It doesn't keep a spark alive. Nor does it guarantee you'll still be fascinated with each other in five years. Kindness, unfortunately, has an expiration date.

Success—now that's magnetic. Ambition is the secret ingredient that transforms fleeting attraction into lasting chemistry. And no, valuing ambition doesn't make you elitist. It means you are realistic about what truly sustains meaningful connections.

Ambition Isn't Merely Attractive—It's Necessary

Recent dating trends observed by the [Seeking](#) team reveal something intriguing: ambition is quickly rising to the top as a must-have trait, competing directly with physical attraction and emotional intelligence. According to a 2024 Pew Research study, 76% of women aged 25-40 list "ambition" and "drive" among their top non-negotiables when selecting a long-term partner.

Why the sudden surge? Because today's daters crave more than just good conversation and weekend plans. They're looking for a shared vision of the future. Ambition signals stability, vision, and growth—qualities that are critical in a partner if you intend to build something lasting.

Chemistry Needs More Than Sparks

Chemistry often gets mistaken for instant attraction. That immediate spark is exciting, but chemistry runs deeper. It's the sustained interest that happens when you respect and admire how someone moves through life. As the Boston song says, it's more than a feeling.

"We naturally gravitate toward people whose vision aligns with ours," says [Emma Hathorn](#), relationship expert for Seeking. "Ambition signals capability, commitment, and future-oriented thinking—all essential for stable relationships."

Think about it practically: If you're constantly growing, chasing your goals, and leveling up your life, it's nearly impossible to stay attracted long-term to someone content with doing the bare minimum. Research published in the *Journal of Personality and Social Psychology* in 2023 found that couples with matched ambition levels experienced significantly higher rates of relationship satisfaction compared to those without matched ambition levels.

Success Isn't About Money—It's a Mindset

So, what is success really about in today's dating culture? Firstly—mindset. And discipline. It means someone having a clear vision of who they are, where they're headed, and exactly how they'll get there.

This redefinition of success, extending beyond financial means, is increasingly influencing how people approach dating. Phrases like "dating someone ambitious" and "goals in a partner" have seen a significant rise in Google and TikTok searches, indicating a broad cultural shift. We are collectively moving away from glamorizing the "bare minimum" and leaning into the allure of ambition.



THE CREATIVE PROCESS (CONTINUED)

Phase 3: Native Advertising Assets

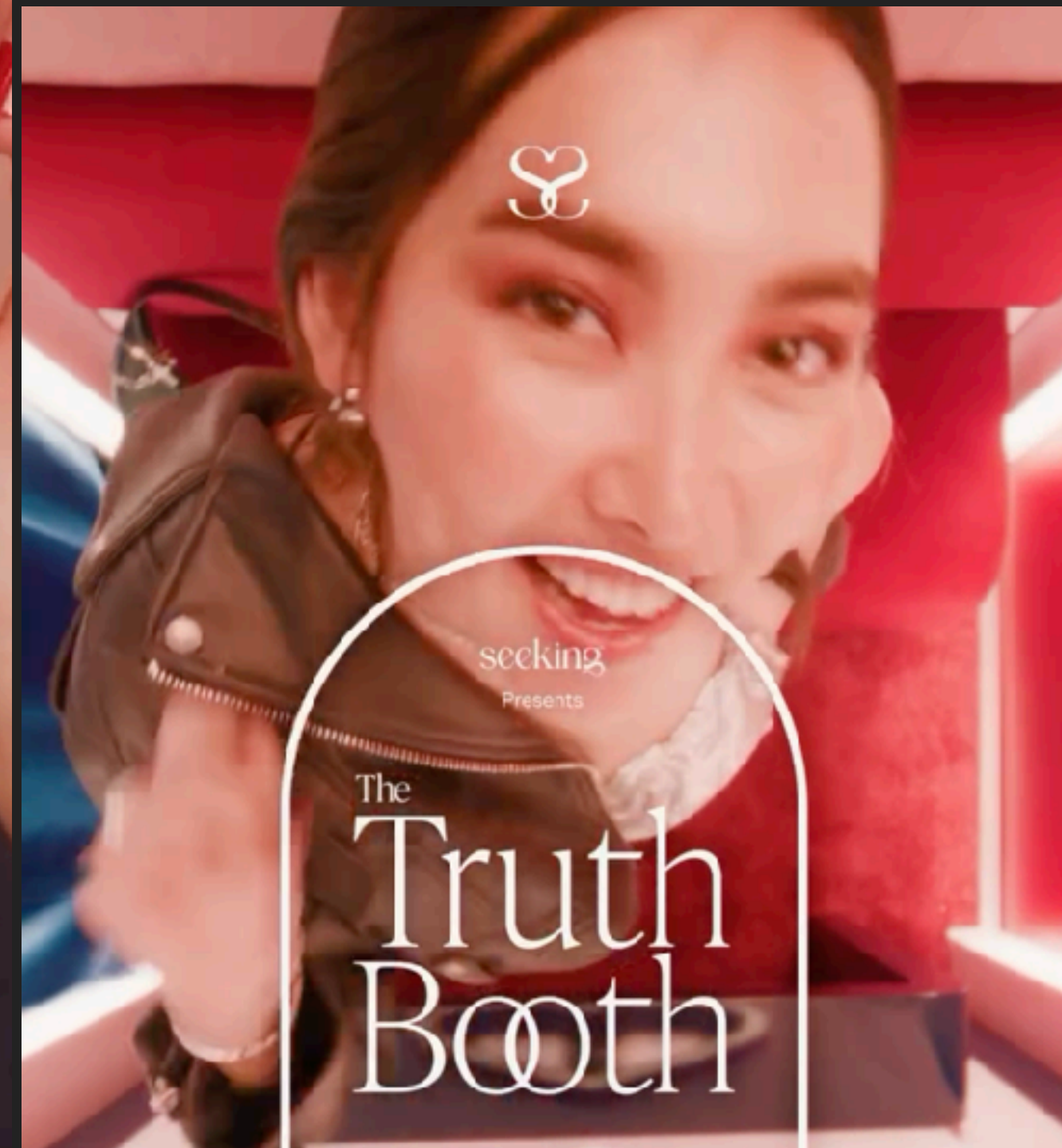
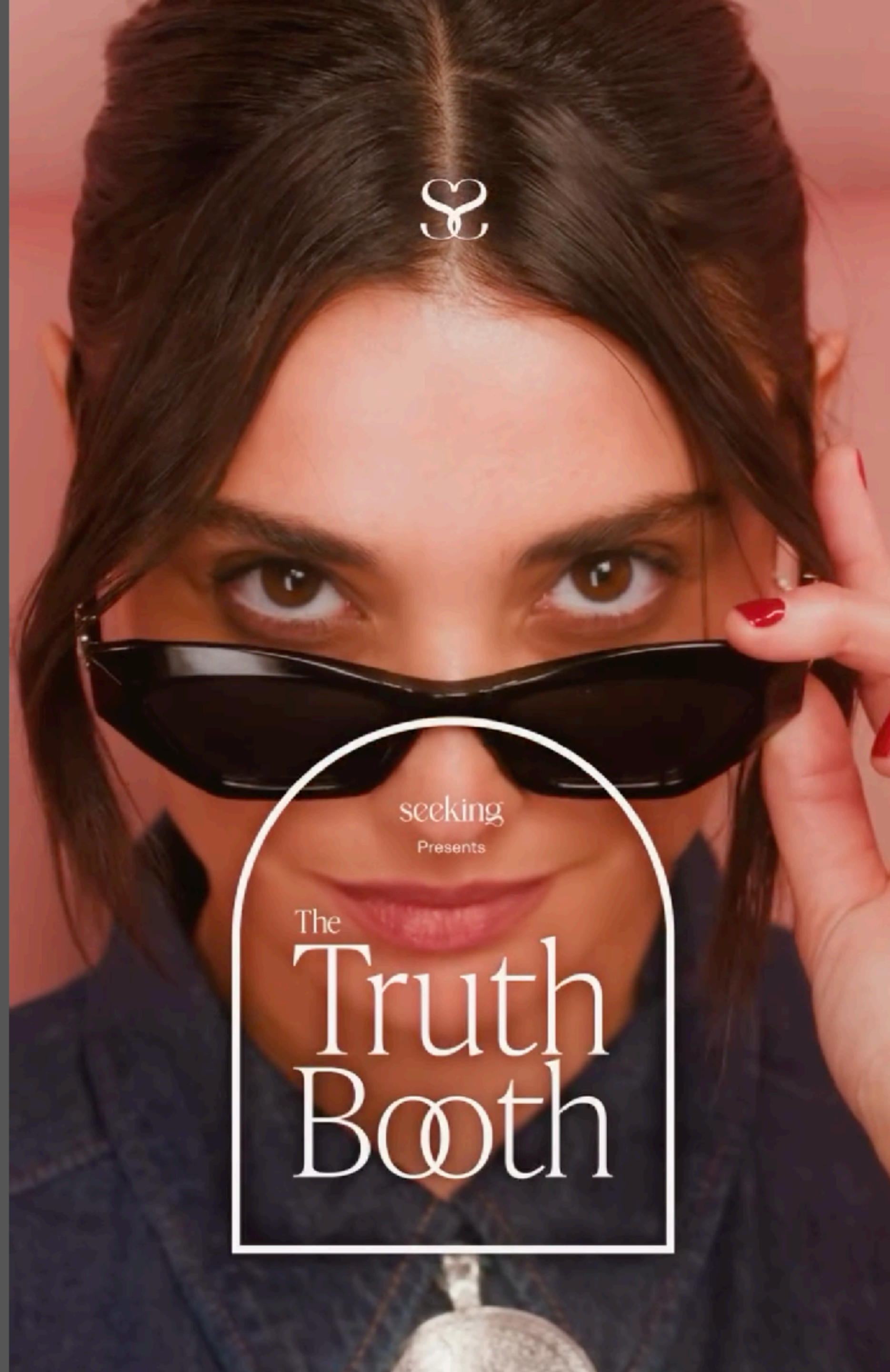
- Crafted headlines ranging from direct clarity ("Dating, Elevated.") to curiosity-driven hooks ("What Happens When You Stop Settling?").
- Built long-form native snippets framed as editorial stories – designed to blend into premium lifestyle placements.


Phase 4: Editorial Extensions


- Developed Q3 blog theme: Luxury With Clarity – Dating Elevated.
- Articles tied campaign themes to cultural conversations, reinforcing SEO pillars
- Example pieces: Why Clarity Is the New Luxury in Dating, Confidence Over Convenience: How to Date With Intention.


Phase 5: CRM & Social Rollout


- Repurposed hero messaging into email lifecycle campaigns (welcome sequences, engagement nudges, reactivation flows).
- Adapted tone for Instagram/TikTok ads, keeping copy short, bold, and high-impact.




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You know what you want. Find it on Seeking.
9w

 ekem.iniudom002 Can I get a serious relationship in this platform I have been hearing good about this platform
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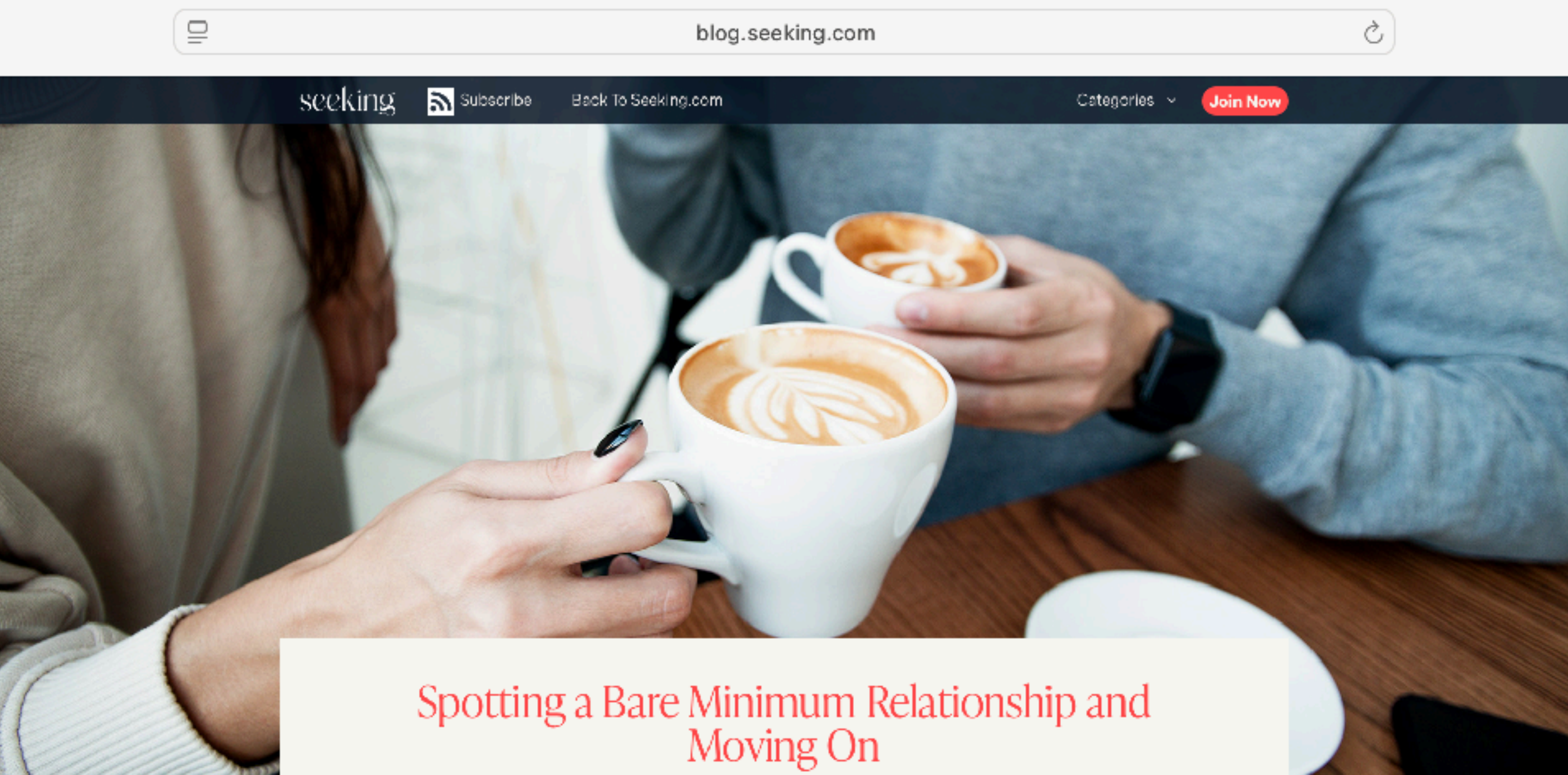
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Spotting a Bare Minimum Relationship and Moving On

DATING TRENDS

By: **Henrik J. Klijn** - April 11, 2025

It happens fast. One moment, you're wrapped up in an "us against the world" relationship, and the next, you feel you're doing all the emotional heavy lifting. But how do you know when your partner is doing just enough to keep things from falling apart and not enough to truly make you feel valued?

In a fast-paced world where convenience often edges out effort, it's easy to find yourself stuck in an unfulfilling dynamic. A great connection is intentional, not a passive understanding, where one partner coasts while the other does the work. The first step to breaking free? Spotting the subtle signs, understanding the emotional cost, and choosing to put yourself first. Because feeling loved should be the bare minimum.

The Red Flags of a Bare Minimum Relationship

Bare minimum relationships are deceptive. Research reveals that over 18% of individuals admit to staying in unsatisfying relationships due to the fear of being alone, underscoring how this anxiety often traps people in bare minimum partnerships. These connections may not appear outwardly toxic, but they are nonetheless unsatisfying.

Here are five unmistakable signs:

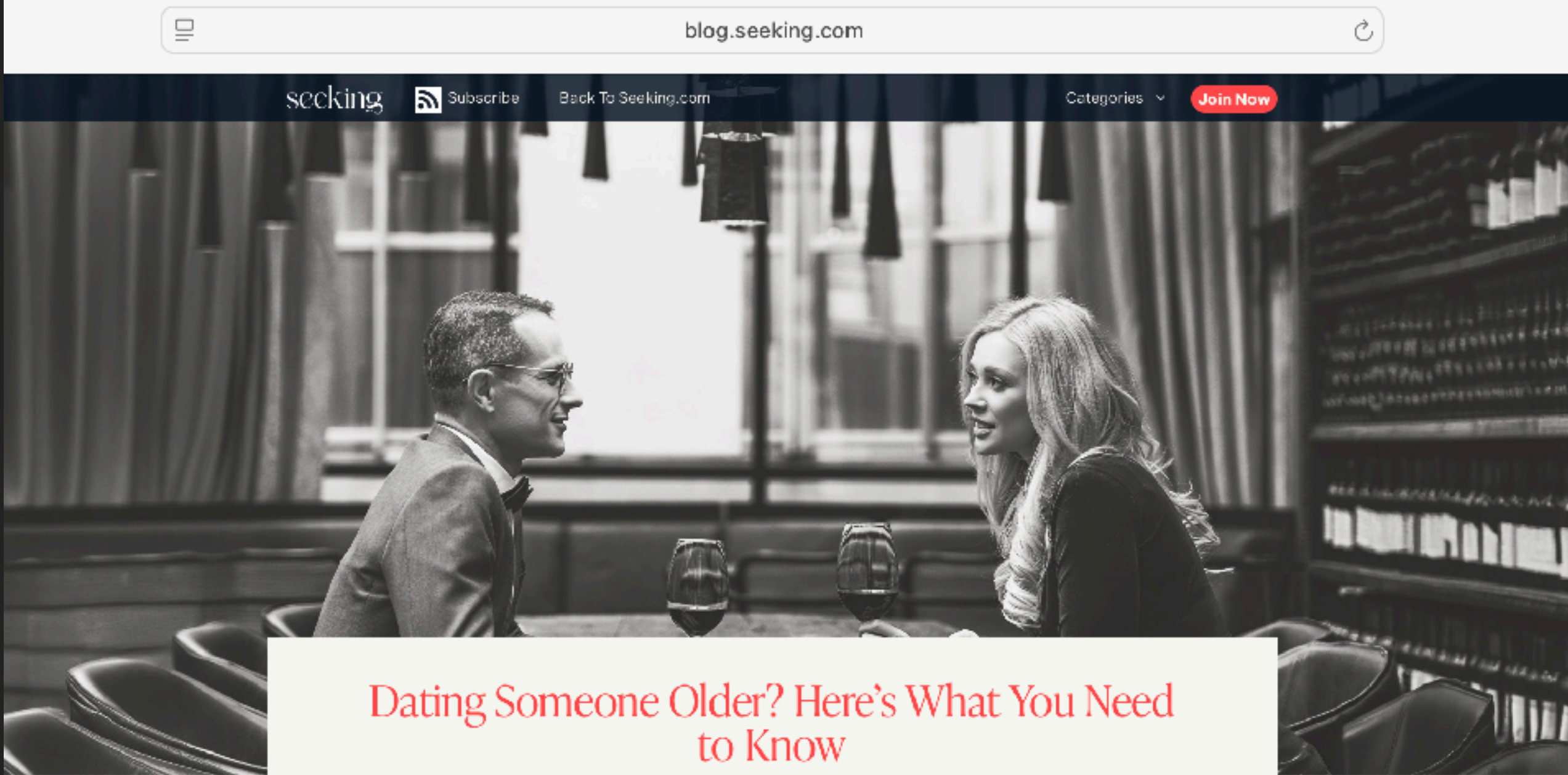
- **Lack of Effort** – Your partner rarely initiates plans, conversations, or meaningful gestures. You seem to be the only one putting in the time and work to maintain the connection.
- **Inconsistent Communication** – They reach out when convenient but don't make a real effort to engage or check in on you.
- **Emotional Unavailability** – When you share concerns, they dismiss your feelings rather than offer comfort or solutions.
- **Minimal Growth as a Couple** – Things just feel stuck. There's little forward movement. No talk of plans, shared goals, or deepening intimacy.
- **You Feel Unappreciated** – You give more than you receive, leading to persistent emotional exhaustion and loneliness.

If these sound familiar, you're likely in a relationship where your partner gives you the bare minimum to keep you from walking away.

Why Do People Stay in Bare Minimum Relationships?

It's easy to assume that people stay in unfulfilling relationships out of fear of being alone, but the truth is more complex. Psychological attachment, nostalgia, and societal pressure to maintain a relationship—even a mediocre one—can keep people tethered to partners who aren't fully invested. Studies indicate that nearly 40% of individuals in relationships experience some form of emotional neglect, highlighting how common such unfulfilling dynamics can be.

Author [Molly Burford](#) writes on Thought Catalog, "The difficult truth is this: A man who starts giving you the bare minimum will never change. You will spend your whole life begging for the basics, which will be exhausting." For most, it's hard to identify that one is surviving on the mere fumes of a relationship, and then, when the realization hits, it's even harder to pinpoint an exact problem.



Dating Someone Older? Here's What You Need to Know

DATING ADVICE

By: **Henrik J. Klijn** - March 14, 2025

Ever thought about dating someone older? Not just a couple of years older—someone whose life experience, ambition, and references belong to an entirely different era.

Age-gap relationships are often dismissed as a pursuit of financial security or a nod to outdated "gold-digger" stereotypes. In reality, they're more nuanced. Modern dating trends—especially on platforms such as [Seeking](#)—reveal many younger daters are attracted to older partners because they value connection, shared goals, and clarity of purpose. Research indicates that for many, it's less about the number of birthdays between you and more about how well your life visions align.

Emotional Maturity: More Than A Number

Dating someone older doesn't automatically mean they're more emotionally mature. Age and emotional intelligence don't always go hand in hand. An emotionally mature partner listens without dismissing, communicates without condescension, and respects differences without trying to mold you into some idealized version of youth.

The flip side? An emotionally immature older partner might lean into the power imbalance, try to control the relationship, or fail to respect your independence. And being younger doesn't mean you should accept being treated like a project. Your voice matters. Your boundaries matter. It's about blending wisdom with vitality, where each person respects the other's individuality while working toward shared long-term goals.

Power Dynamics: Stability vs. Control

Navigating inherent power dynamics is one of the trickiest aspects of any age-gap relationship. With more life experience and, often, greater financial security on one side, imbalances may emerge. However, the key isn't to ignore these differences but to manage them transparently. For a younger partner, gratitude for support should never turn into a sense of obligation. And for the older partner, it's essential to remember that respect isn't something that can be bought—it's earned through genuine connection and mutual understanding.

Attraction vs. Long-Term Compatibility

The thrill of an age-gap relationship often comes from experiencing different lifestyles. An older partner might introduce you to luxury travel, fine dining, or career networking. A younger partner might bring spontaneity and fresh energy. It's exciting—but excitement alone doesn't build a lasting relationship.

If your daily routines, social circles, or ambitions don't align, those differences matter more than any initial chemistry. A night owl dating a morning person might seem minor, but it becomes a dealbreaker if it leads to entirely different lifestyles.

That's why it's crucial to talk about life goals early. If one of you wants marriage and family while the other sees relationships as short-term fun, no amount of attraction will bridge that gap. Compatibility isn't about liking the same music—it's about whether your lives naturally complement each other.



IMPACT

- Brand Elevation: Established a clear, premium positioning for Seeking that resonated across touchpoints.
- Testing Wins: Native ads using clarity-driven messaging outperformed playful curiosity-driven variants by ~18% CTR (internal test results).
- SEO Strengthening: Blog tie-ins reinforced luxury/clarity keywords, boosting visibility and aligning with campaign voice.
- Cross-Channel Consistency: Unified copy across landing pages, blogs, email, and ads created a seamless user experience.
- Creative Foundation: The campaign's tone became the backbone for Q3 editorial strategy, with ripple effects into Q4 planning.



CASE STUDY # 2

FIRSTDATE.COM



CASE STUDY: FIRSTDATE.COM

**BUILDING “A DATING
JOURNAL FOR THE CURIOUS.”**

THE BRIEF

Building the [FirstDate.com](#) Editorial Voice & Platform

When [FirstDate.com](#) was preparing to expand its brand presence, the challenge wasn't just to launch another dating blog, it was to create an **editorial destination** that could stand on its own, with the sophistication of a cultural magazine and the authority of relationship psychology.

The mandate:

- Define an entirely new editorial voice.
- Research and build content pillars that spoke to a stylish, upwardly mobile audience.
- Develop a repeatable calendar system that could scale into multiple months of content.
- Ensure the platform avoided clichés and “listicle dating advice,” instead presenting bold, original, psychology-driven features



A dating journal for the curious, FirstDate is a resource for those in pursuit of extraordinary connections. Because first dates should be easy. And fun.



Dating July 22, 2025

Love Bomb: When “Wow” Feels Like a Warning



Dating July 1, 2025

Dating a High Achiever

It's easy to get dazzled by someone who seems to sprint through life. That intensity can be thrilling, but not everyone moves at the same emotional speed ... READ ON



Dating June 27, 2025

Making Magic Happen

FirstDate™ stands out from other dating journals by focusing on journeys of self-discovery and reflection rather than merely recording dates. It encourages users to engage with their experiences, fostering a unique blend of introspection and curiosity about their romantic lives.

Exploring the myriad wonders—and potential pitfalls—of the initial dating encounter including social activities, travel, culture, and other interesting topics, *FirstDate* celebrates successful connections and quality of life. *FirstDate* is a leading dating lifestyle authority with a dynamic mix of content and connects a global

MY ROLE

“From planning to publishing, I built [FirstDate.com](https://firstdate.com) into a premium editorial destination: psychology-driven, culturally sharp, and unapologetically bold.”

As **Head Copywriter**, I:

- Led the conceptual strategy behind FirstDate.com’s editorial identity.
- Designed the tone of voice guidelines, positioning FirstDate as bold, intelligent, light yet grounded in psychology.
- Researched cultural, psychological, and SEO trends to identify unique angles not covered by competitors.
- Built the Q2 and Q3 editorial calendars, creating weekly publishing structures with thematic pillars.
- Authored and edited flagship features that served as tone-setters for the brand.

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Dating July 18, 2025

Healing Is a Journey



Why You Don't Need to Be “Fully Healed” to Date Well

You've probably heard it before: “*You can't love anyone until you love yourself*.” It sounds empowering—until it begins to feel like a diagnosis. Like if you're not perfectly whole—whatever that means—you're not fit to date.

That narrative may feel wise at first, but what it does is stall people in place. Healing becomes a hurdle, not a process. Self-love becomes another box to check before you're “allowed” to try again. And dating? That gets framed as a test you'll fail unless you're already flawless. Here's a better way to look at it: healing is a rhythm, not a race. And love doesn't require perfection—it requires participation.

The Flawed Logic of “Fix Yourself First”

Self-help culture has had a curious impact on dating. It's taken the concept of personal growth and made it feel like a prerequisite. As if, unless you've transcended every insecurity and unpacked every relationship wound, you're just going to “attract the wrong people.” But emotional work doesn't happen in a vacuum. Growth isn't a solo project. It shows up in how we respond, how we recover, and how we re-engage. Clarity often comes from connection.

Waiting to be perfectly healed before entering the dating world is like waiting to be fluent before you ever speak a language aloud. You learn by doing it—awkwardly, bravely, honestly. And that's where dating becomes a space for real insight. The people you're drawn to, the situations that trigger you, the things you tolerate or walk away from—they're all part of your emotional development. The key is not to show up flawless. It's to show up aware.

Self-Love Isn't a Destination

Lets get something straight: self-love isn't a finish line you cross and suddenly you're relationship-ready. It's more like a filter that sharpens over time. Some days it's crystal clear. On other days, it's fuzzy and unreliable. That's normal.

What matters is how you relate to yourself in the present moment. Can you catch your patterns? Do you know the difference between desire and avoidance? Are you in tune with what you need—or are you chasing what's familiar? You're allowed to want love while still learning how to hold it. Dating with self-love means navigating those questions as they arise,

WORDS

Henrik J. Klän

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Dating July 21, 2025

Love Bomb: When “Wow” Feels Like a Warning



Love Bomb: When “Wow” Feels Like a Warning

It starts quickly. Faster than you're used to. You're adored, texted constantly, invited to spontaneous getaways, showered with compliments so intense they almost sound scripted. It feels like a cinematic whirlwind, except something quietly scratches at the back of your mind: Is this genuine, or is it a setup?

Welcome to the gray zone of modern dating—the seductive blur between real compatibility and love bombing. The line between the two isn't just thin, it's engineered to feel invisible. That's what makes it work. But while compatibility unfolds over time, love bombing is designed to skip steps. It's not love—it's a performance.

And if you're not watching closely, you'll confuse intensity for intimacy.

Why Love Bombing Works (Until It Doesn't)

The psychology is straightforward: love bombers flood your senses with praise and presence, bypassing your logic and preying on emotional availability. It's not always malicious. Sometimes it's insecurity. Sometimes it's power. But the tactic is consistent—speed, saturation, and seduction.

You'll feel like you've met “the one” before you've even had one fundamental disagreement. But that's the giveaway. Compatibility thrives in the small, mundane, real-life aspects—how you argue, how you communicate when no one's watching, and how aligned your goals are. Love bombing skips that completely. It's not about knowing you. It's about keeping you dazzled long enough to stay. And once the glitter wears off? You're left in something that feels more than just a little unstable.

Compatibility Isn't Loud

True compatibility doesn't always come wrapped in fireworks. It's often quieter. There's less flash, but more depth. The person shows up consistently, respectfully, without overwhelming you or demanding a connection that hasn't been built. yet. There's a mutual curiosity that unfolds naturally, not a forced intimacy within three dates.

You'll recognize compatibility in the rhythm, not the rush. In the moments they listen rather than try to impress. When someone remembers how you take your coffee, not because it's romantic, but because they're paying attention, that's genuine interest. Not chivalry.

WORDS

Henrik J. Klän

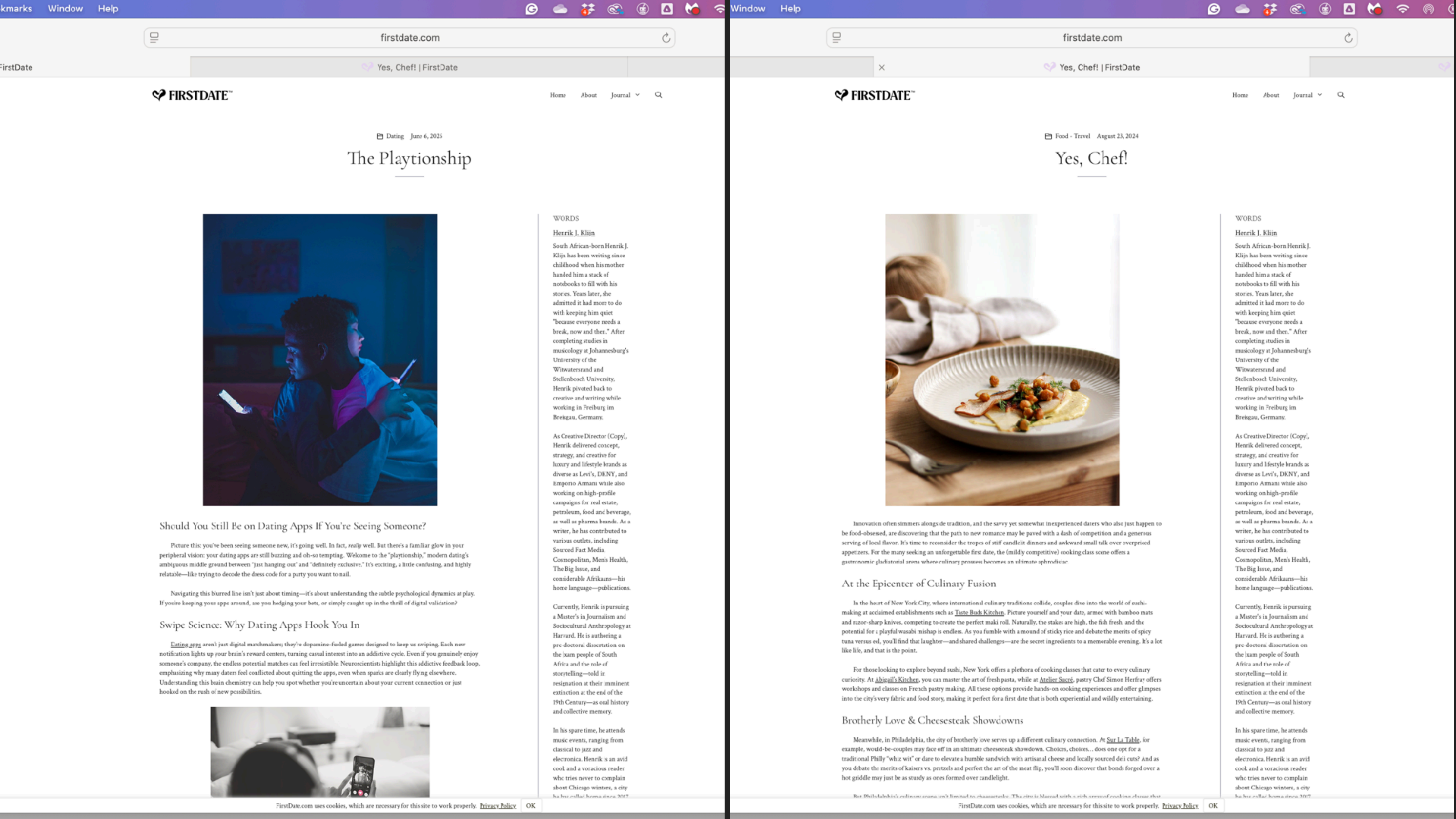
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RESEARCH & STRATEGY

The challenge was to avoid clichés and create an editorial space that felt like a cultural magazine, not a content farm. [FirstDate.com](#) needed an intelligent, stylish voice that spoke to self-aware daters looking for clarity and a modern perspective.

1. Market Audit

- Analyzed competitor dating blogs (Tinder, Hinge, eHarmony, Cosmopolitan) and found that most leaned on repetitive tropes: “Top 10 First Date Ideas,” “What Your Star Sign Says About Love,” etc.
- Identified whitespace: no one was speaking with editorial sharpness, mixing psychology, culture, and bold POVs.

2. Audience Research

- Target: Stylish, self-assured, upwardly mobile singles.
- Pain points: Dating fatigue, lack of clarity in relationships, and desire for more intelligent conversation about love.
- Insight: Readers didn’t want to be “talked down to. They wanted nuanced, cultural analysis with practical takeaways.

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Dating July 11, 2025

Bare Minimum? Barely Interested.



Here's Why Daters are Raising the Bar

You've been there. The date's over, but you're still [decoding the signals](#). Was that a real [next-date plan](#) or just a polite maybe? Did they mean it when they said "let's hang again"? It leads to one overwhelming question: Why does "effort" suddenly feel like a high bar?

Modern daters are done with uncertainty. They're over the guessing games, the delayed replies, the "chill" detachment dressed up as cool. What they want now is intention. Energy. Presence. Something that feels deliberate, not default.

After years of emotional burnout from breadcrumbing, ghosting, and swipe fatigue, people are learning to read the signs early. And the clearest one? Effort.


What Effort Looks Like (And What It Doesn't)

Lets recalibrate. For too long, the dating bar has been on the floor. Responding to a text within a day? Applause. Asking a single follow-up question? Practically revolutionary. Planning a date that doesn't involve someone's couch and Netflix autoplay? Apparently rare enough to merit a group chat recap.

But real effort isn't about grandeur. It's about consistency. Showing up. Making thoughtful plans. Being emotionally present. Choosing a location based on something they mentioned in passing. Reaching out first. Following through.

This is the quiet architecture of intention. It doesn't need to be flashy. It just needs to be [real](#). And increasingly, daters are not just raising their standards—they're expecting others to meet them.

Because when effort is missing, it's not ambiguous. It's loud. And the new standard is listening to what that silence says.



WORDS

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Dating February 21, 2025

Futureproof Dating



Is It Too Soon to Talk About What's Next on a First Date?

There's a delicate element to early dating conversations—one misstep, and you risk sounding like you're already planning joint vacations and meeting their parents before the appetizers hit the table. But here's the thing: dating in 2025 is more than banter over cocktails. For many of us, time is valuable, and we're not here to waste it. So, the question lingers: *When is it too soon to talk about the future on a first date, and how do you do it without sending them running for the hills?*

Lets be clear: talking about the future doesn't mean bringing up marriage or kids within the first ten minutes. But let's not pretend the future isn't all that important either. You're dating with purpose, and that's a good thing. The key is knowing *how* to navigate conversations about long-term goals without making it feel like an interrogation or a premature pitch for commitment.

The New Rules of Modern Dating: Why Timing Matters

"Futureproofing is, at its core, not just a positive trend, but something that we should all betaking into our dating lives—both online and off," says [Emma Hatborn](#), relationship expert for [Seeking](#). "Considering the future seriously, and who you see by your side—and more importantly, where you see yourself; these are key considerations when we date with intention. Your time could be spent anywhere, from building your company, to studying a new language, but you're choosing to spend it getting to know someone new. Ensure that their trajectory matches yours—as early as the first date, or even before you decide to meet in person."

Gone are the days when first dates were strictly about surface-level small talk. Sure, there's still room for playful questions about favorite movies or travel destinations, but today's daters—especially millennials and Gen Z—are increasingly focused on compatibility from the get-go.

A 2025 Durable survey reveals that concerns about the future—such as finances, job security, housing, and climate change—are shaping the way people approach dating. An overwhelming 95% of singles say these uncertainties influence both their choice of partner and how they navigate relationships.

Among those surveyed, 59% of women prioritize emotional stability in a partner—pursuing someone who is reliable, grounded, and clear about their goals. Looking ahead, these futureproofing discussions are becoming more important early

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RESEARCH & STRATEGY (CONTINUED)

3. Trend & Academic Research

- Incorporated emerging psychological research on “just talking” relationships, ambiguity in modern commitment, and attachment theory.
- Pulled from wider cultural conversations (NYT Modern Love, The Cut, academic journals) to anchor pieces in real-world relevance.

4. Strategic Pillars

I created four editorial pillars that guided all content:

- Self-awareness & Emotional Clarity (psychology-driven, reflective features)
- Modern Dating Culture (trend analysis, cultural critiques)
- Psychology of Connection (attachment, communication, reciprocity)
- Practical + Playful Guides (light but intelligent dating strategies)

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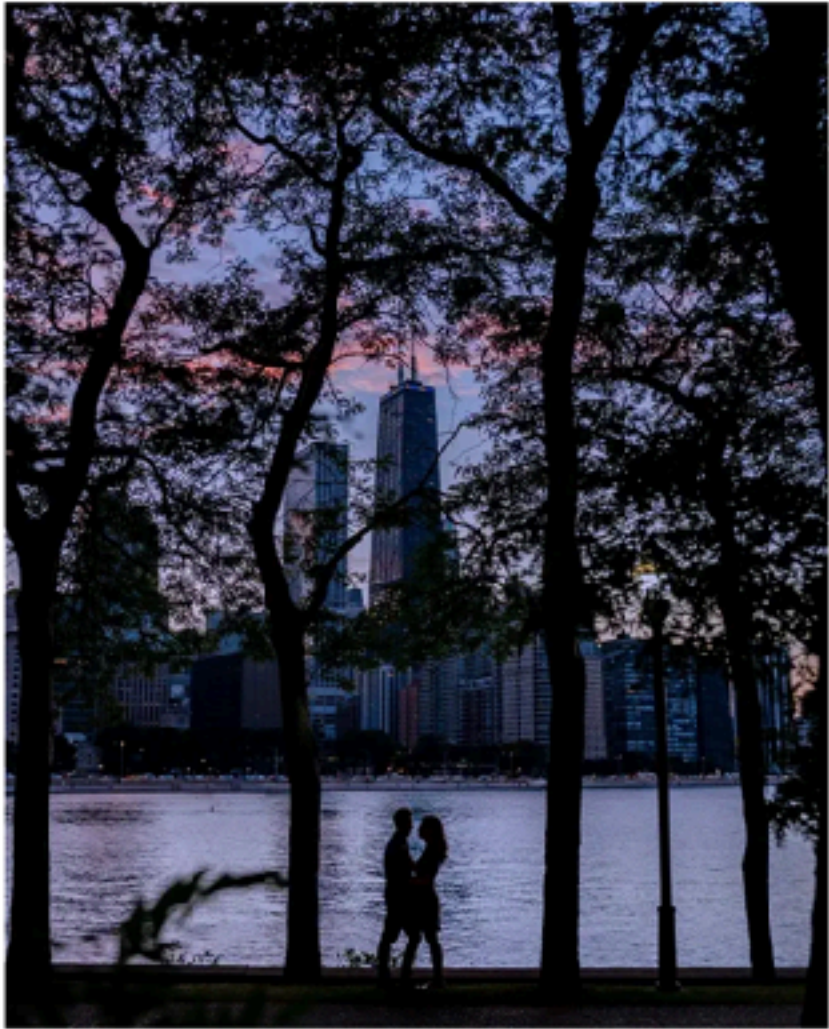
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Arts & Culture, PlacesOctober 4, 2024

Historical Walking Tour: Chicago



In the heart of the Midwest, where the skyline reaches the heavens, and the streets buzz with anecdotes, Chicago stands as a testament to resilience, innovation, and cultural confluence. For those seeking an exceptional first date that transcends the ordinary and delves into history, a guided walking tour through the Windy City's storied past offers an engaging and educational way to spend time together. This hour-long journey, best undertaken in the soft, amber glow of early evening, is a captivating exploration of Chicago's hidden gems.


Starting Point

CHICAGO WATER TOWER – 806 NORTH MICHIGAN AVENUE

The Chicago Water Tower is an enduring symbol of Chicago's resilience and architectural heritage. Built in 1869, this Gothic Revival structure is one of the few buildings that survived the devastating Great Chicago Fire of 1871, earning it a special place in the city's history and the hearts of its residents.

Designed by architect William W. Boyington, the Water Tower was constructed using distinctive yellowing Lemont limestone. Its castle-like appearance, complete with turrets and crenellations, gives it a fairy-tale quality, making it an iconic landmark along Chicago's Magnificent Mile. Standing 182.5 feet tall, the tower originally housed a 138-foot high standpipe used to regulate water pressure for firefighting and control water surges in the area.

The tower's survival of the Great Chicago Fire of 1871 was nothing short of miraculous. As flames engulfed the city, destroying most structures in their path, the Water Tower remained standing, becoming a beacon of hope for the city's residents. In the aftermath of the fire, it served as a rallying point for the city's rebuilding efforts, symbolizing Chicago's famous "I Will" spirit.



WORDS

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DatingMay 30, 2025

The Subtle Science



WORDS

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Reading Body Language on a First Date

We've all been there: a first date that suddenly feels like you've stepped into a high-stakes poker game—you're both playing it cool, but under the surface, signals are flying. The key to winning? Learning to read body language.

Forget overanalyzing every word—what people say on a first date only tells half the story. The real clues? They're in the flick of an eyebrow, the lean of a shoulder, the way they position their hands. When you master decoding these silent cues, you'll know exactly where you stand—and what move to make next. It's like a fun puzzle, adding an element of intrigue and entertainment to your date.

Ready to sharpen your first-date instincts? Here's a short guide on how to spot unspoken signs of attraction, disinterest, and everything in between.

The First 30 Seconds: What An Entrance Says

Nonverbal cues make up a huge part of communication—experts estimate that 55% of communication is nonverbal, meaning body language often speaks louder than words. On a first date, when both people are feeling each other out, these silent signals can reveal far more than nervous small talk ever could. Before you even say "nice to meet you," your date's body language has already told you something. Here's what to watch for:

- Eye contact & smile:** A genuine smile (one that reaches the eyes) and sustained eye contact signal interest and confidence. Bonus points if their face lights up when they spot you.
- Open posture:** Arms uncrossed, shoulders back, walking toward you purposefully? They're feeling good about this date.
- Avoiding eye contact or closed-off stance:** If they barely glance at you or keep their arms folded, they might be guarded or unsure. Or they wish they had stayed at home. Now you know.

At the Table: Attraction vs. Just Being Polite

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THE CREATIVE PROCESS

Building the Editorial Platform

Editorial Calendar Design

- Developed a bi-weekly publishing cadence (Tuesdays & Fridays).
- Designed content flows where each week delivered one trend-driven anchor piece and one lighter, curiosity-driven piece.
- Ensured interlinking across articles to improve SEO and build a coherent reader journey.

Tone of Voice Guidelines

- Sharp, intelligent, bold – but never gimmicky.
- Avoided clichés, AI-detectable phrasing, and overused tropes.
- Modeled tone after premium editorial voices (TIME, The Cut, Myisha Battle's essays).

THE CREATIVE PROCESS (CONTINUED)

Launch Features (Q2-Q3)

- Bare Minimum? Barely Interested. Why Daters Are Raising the Bar
- Dating a High Achiever? Here's How to Keep Up Without Losing Yourself
- Benched! Is It Ever Okay to Sideline Someone You're Dating?
- Self-Aware, Not Selfish: The New Psychology of Modern Dating

Each piece was structured to deliver:

1. A cultural hook (trend or behavior).
2. A psychological layer (anchored in research).
3. A clear POV (editorial stance).
4. A takeaway (empowering, practical advice).

THE BUILD: FROM STRATEGY TO SYSTEM

- **Core Editorial Pillars**

- Self-Awareness & Emotional Clarity
- Modern Dating Culture: Aware and Responsive
- Psychology of Connection, both in terms of subject and brand/user
- A Practical + Playful Guide to relationships as an SEO feeder to engagement with the seeking.com mother brand
- Interlinked article pathways for SEO + user flow between FirstDate.com and seeking.com
- .
- Crafted tone of voice guidelines: sharp, intelligent, bold yet never gimmicky

IMPACT

- Successfully established [FirstDate.com](https://www.firstdate.com) as a premium editorial experience distinct from Reflex Media's other brands.
- Reinforced brand positioning as intelligent, style-conscious, and psychology-driven.
- Built a sustainable publishing system that could scale into future quarters.
- Helped solidify FirstDate's identity as more than a dating site – but a cultural authority in modern relationships.\

See further portfolio work at these links:

Creative Overview

<https://www.boyoyoboy.com/about>

Writing

<https://www.boyoyoboy.com/writing>

Books

<https://www.boyoyoboy.com/the-bushman-susurrus>