

Tips for Creating your Adoption Profile

*The Adoptive Profile
Create a True Representation
of Your Family*



Hello,

Thank you for picking up this adoption profile creation resource.

When I founded Adoption & Beyond in 1998, I did so with firsthand knowledge of the challenges adoptive parents face. **And having been through the process myself, I understand that while your heart may be ready, knowing how to tell your story in a way that truly connects with an expecting mom can feel overwhelming.**

For over 27 years, our team has guided families through every step of the adoption journey, including one of the most personal parts: **creating a profile that authentically represents who you are** and the home you have to offer.

Your adoption profile is often the first impression an expecting mom has of your family. It is your opportunity to share your heart, your home, and your hopes in a way that feels genuine, warm, and inviting. **This guide offers practical tips for doing exactly that, without the guesswork.**

What makes our approach unique is understanding that a great adoption profile isn't about being perfect. It's about being real. Expecting moms aren't looking for a flawless family. They're looking for the right family and with the right guidance, you can show them that's you.

At Adoption & Beyond, we believe your story is worth telling well. With the right tools and a little direction, you can create a profile that gives your family the best possible chance of making a meaningful connection.

To Your Adoption Success Story,



Steffany Aye, LCSW, LCSW

Founder, Executive Director, and Most Importantly Adoptive Mama
Adoption & Beyond





Trying to create an adoption profile can be an overwhelming and daunting project. Use this handy guide to save yourself time and effort to create a great adoption profile that can speak volumes to a potential birth parent.

How to Write Your Text



May the writing begin!

Writing your hello letter to the expecting parents is a very exciting step in the adoption journey. It's your opportunity to communicate and let them know who you are and what makes you unique. To help make this step easier, the following information is here to help guide you through the writing process.



Length of the closing letter

Typically, a final word count should fall between 1,800 to 2,400 words for longer profiles and 900 to 1,000 for shorter four-page profiles. Please keep this in mind as you write. Too much text on a page will seem overwhelming to a reader, as well as run-on sentences. Photos are typically what expecting parents look at first so make sure to leave plenty of room in your profile for large, engaging photos.



How to begin writing

Looking at a blank page can be very intimidating. To break up the hello letter and make it easier to begin writing, create a Word document and set it up with 8-10 headings which may include: **HELLO, OUR STORY, MEET (your name), OUR HOME & COMMUNITY, MEET OUR FAMILY, OUR WORK, A FEW OF MY FAVORITES, THOUGHTS ABOUT PARENTING.** (If you are single, simply substitute with the word 'MY' where appropriate.) If there is something about you that is unique and may set you apart, feel free to include this information as well.

How much should you write for each category? Ideally, you should write 2 - 3 paragraphs per heading. Again, be careful to find the balance between too short and too long when describing these areas of your life. It's also a good idea to use conversational, casual language instead of trying to use fancy, academic-type language. You want to come across as friendly and approachable rather than stuffy and arrogant.

Selection & Quality of Photos



Why photos are so important

A picture is worth a thousand words. Your profile will be the single most important piece of your adoption outreach and it's your photos that will be the most important tool you have for sharing your story and style with birthparents. Be thoughtful about the process of selecting and taking photos so space isn't wasted on your profile.

When an expecting parent looks at a profile, the photos will be the first thing that captures their eye. Before a word is ready they will scan the photos and gather an impression of your family. An expecting parent will most likely sit down with a large stack of profiles, pick up the first one, and flip through it without reading the text. If it doesn't "click" they will put it down and move on to the next.

Selection & Quality of Photos



Getting started with your photos

Most of us don't have a lot of "profile quality" photos lying around, especially casual portrait-style photos for the cover and closing pages. Having a professional photo shoot or a friend who enjoys photography will give you the profile quality photos you need.

A piece of advice is to start taking "candid" photos from the start of your adoption process. Most of your current photos are likely vacation photos, and while those are great, we don't live on vacation. A profile needs to share a bit of your daily life. Head out to social events with a camera and ask people to take a few shots of you alone and with others. As you participate in hobbies do the same. An expecting parent needs to see who you are, what you enjoy doing, and the "village" that surrounds you. Do this for a few weeks and you will eventually have a group of pictures to use for your profile.



Helpful Hints:

- Put the camera in the highest quality setting before taking photos.
- If doing a photo shoot, try to change tops midway for variety.
- Watch for "no-nos" that distract from your photos like alcohol, sunglasses, cigarettes, revealing clothing, or swimsuits.



How to choose the right photos

To think about photo selection, break the process down into **WHEN** and **WHY**. What are the photos of, when were they taken and why should we include them?

WHEN: Photos that are old, grainy or have a brown tint to them should not be included, no matter what wonderful memory the photograph represents. Old photos make you look old. Wedding photos are most often asked about whether they should be included, and the answer is almost **JUST ONE** that is it!!! As emotionally attached as we are to our wedding photos they just do not have the same importance to an expecting parent and tend to date you as well.

WHY: This is the most important question to ask. Remember, your photos should evoke emotion, and looking at the group of them together should give a certain feeling about who you are. Capture fun, happy moments and your photos will dance off the page. Too many staged photos with family members shoulder to shoulder and people will begin to skim. Do your photos share something relevant about who you are and how you live your lives? It's not enough to say "I look good in this photo," you need to be able to say "This photo shows me in the garden and since we grow our veggies this is important." See the difference?

Selection & Quality of Photos



Quality & resolution of photos

When thinking about photos, you will need the full-resolution version of your photos if possible. Photos plucked from the web, taken with a phone, or emailed are low-resolution and cannot be used. Please use a good-quality camera to take your photos!

CHECKING QUALITY: You can check the resolution of a photo by hovering your cursor over a photo and reviewing the information that pops up. You can also right-click on a photo and look at the file properties. Anything sized 640x480 or less, or a file size less than 100kb, should not be used.

SCANNING: Many people find they have paper photos that need to be scanned for use in their profile. Professional scanning at 300 DPI is highly recommended for these photos.



Helpful Hints:

- The light in the early morning or evening is universally flattering and will prevent you from squinting or needing sunglasses. Be aware of where the sun is and try to avoid harsh shadows on your faces.
- Try to keep the background as neutral as possible—foliage, beach, park, etc. are all great; floral couches and dated wallpaper are not.

Think About a Great Layout



Everyone loves a story

Nobody wants to feel like they are reading a book report when looking at your profile. Instead, try to tell the story of your life. Think about the flow of pictures and text from page to page to make it interesting. Also, remember to leave some blank space so everything isn't cluttered on the page. Sometimes less can be more!



Using colors and fonts

There is nothing that speaks about your style like color. When thinking about colors for your profile, pick a few of your favorites that seem to work well together and use those same colors throughout the profile for consistency. Having new colors on every page breaks up the flow and can be distracting. If you are having some trouble picking colors that go well together, look to resources online such as www.pinterest.com, or paint samples at the local hardware store. When it comes to selecting a font, use something easy to read (for instance, avoid decorative or fancy script fonts). If text is too difficult to read, an expecting parent will just skip over it. The font should not distract from the photos on the page.

Think About a Great Layout



Don't forget about captions

It might seem like an insignificant detail but make sure to write photo captions and include them in your profile. It's a great way to add little interesting tidbits about you, your friends/family, interests, or traditions. Try to get creative with your captions and describe what is going on in the photo. Something like "a picture of our backyard" isn't going to grab a reader's attention but "we love having campfires in our backyard with the neighbors and making s'mores" is much more fun and informative. Photo captions can be great little elements on the page to add to the overall design of your profile.

We are here for you! If you would like to have a professionally designed adoption profile, outreach website or other adoption outreach materials, please feel free to get in touch with [Our Chosen Child](#).

All of the work created for you will use your preferred colors and style and will meet your agency guidelines. The result will be a profile that is as unique and special as you!

Next Steps

SIGN UP FOR FREE TRAINING!

Watch our free half-hour training called "The 3 Adoption Myths Everyone Believes (But Shouldn't)." In just 30 minutes, you'll learn how to navigate the adoption process with confidence, discover simple ways families save thousands in adoption costs without draining their savings, and find out the steps that have **helped thousands of families bring their babies home faster** than they ever imagined.

[Watch Our Training Video](#)



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