

Get paid to help people find love!

FabJob Guide to
**Become a
Matchmaker**



RACHEL RUSSO

Visit www.FabJob.com

Contents

About the Author	8
About the Editor.....	8
Acknowledgements	9
1. Introduction.....	10
1.1 A Career in Matchmaking	11
1.2 The Matchmaking Industry	12
1.3 Benefits of Being a Matchmaker	13
1.4 Inside This Guide	15
2. What a Matchmaker Does.....	17
2.1 Services Provided by a Matchmaker	17
2.2 Phone Consultations	20
2.2.1 Setting Yourself Up for Success	20
2.2.2 Questions to Ask Prospective Clients.....	21
2.2.3 Taking Charge of the Phone Consultation	22
2.3 Face-to-Face Consultations	23
2.3.1 Preparing for the Consultation.....	24
2.3.2 Conducting a Client Interview	25
2.3.3 Administering a Personality Test	36
2.3.4 Making the Sale.....	37
2.4 How to Do the Matchmaking.....	39
2.4.1 Develop a Database	39
2.4.2 Making the Matches.....	40
2.4.3 Pitch the Match to Both Parties.....	42
2.4.4 Confirming the Details.....	43
2.4.5 Getting Dating Feedback.....	44

- 3. Getting Ready..... 46**
 - 3.1 Skills and Knowledge You Will Need 47
 - 3.1.1 Skills Assessment..... 48
 - 3.1.2 Basic Knowledge of Psychology..... 48
 - 3.1.3 Interpersonal Skills..... 48
 - 3.1.4 Business Skills 51
 - 3.2 Learning by Doing 53
 - 3.2.1 Volunteer Matchmaking Experience 53
 - 3.2.2 Internships..... 54
 - 3.2.3 Part-Time Jobs 57
 - 3.3 Learn From Other Business Owners..... 58
 - 3.3.1 Information Interviews..... 58
 - 3.3.2 Mentoring 61
 - 3.3.3 Associations..... 63
 - 3.4 Educational Programs 64
 - 3.4.1 Degree Programs 64
 - 3.4.2 Certificate Programs..... 65
 - 3.4.3 Continuing Education Courses 66
 - 3.4.4 Business Courses 67
 - 3.5 Resources for Self-Study..... 68
 - 3.5.1 Books 68
 - 3.5.2 Websites 69
- 4. Getting Hired 71**
 - 4.1 Types of Employers..... 72
 - 4.2 How to Find Job Openings 73
 - 4.2.1 Advertised Positions 74
 - 4.2.2 Unadvertised Positions..... 77
 - 4.2.3 Create a New Job 79

- 4.3 Job-Hunting Materials 81
 - 4.3.1 Your Resume 81
 - 4.3.2 Cover Letters 85
 - 4.3.3 Other Materials 88
- 4.4 Job Interviews 90
 - 4.4.1 How to Prepare for an Interview 90
 - 4.4.2 Interview Questions 94
 - 4.4.3 Following Up..... 99
- 4.5 The Job Offer 100
 - 4.5.1 Salary 100
 - 4.5.2 Deciding Whether to Take the Job 102
- 5. Starting Your Own Business..... 104**
 - 5.1 Getting Started 106
 - 5.1.1 Creating a Business Plan 106
 - 5.1.2 Choosing a Business Legal Structure..... 114
 - 5.1.3 Choosing a Business Name 120
 - 5.1.4 Franchising 122
 - 5.1.5 Choosing Your Location 127
 - 5.2 Financial Matters 129
 - 5.2.1 Start-up and Operating Expenses 129
 - 5.2.2 Start-up Financing 135
 - 5.2.3 Taxes 141
 - 5.2.4 Insurance..... 143
 - 5.2.5 Setting Your Fees..... 145
 - 5.2.6 Client Contracts 147
 - 5.2.7 Getting Paid 151
 - 5.3 Working with Support Staff 154
 - 5.3.1 Employees versus Contractors 154

5.3.2	Finding Support Staff.....	155
5.3.3	The Interview Process.....	157
5.3.4	References.....	158
6.	Getting Clients.....	161
6.1	Choose Your Target Markets.....	162
6.2	Marketing Tools.....	163
6.2.1	Printed Materials.....	163
6.2.2	Your Portfolio.....	168
6.2.3	Your Website.....	171
6.2.4	Your Elevator Pitch.....	175
6.3	Marketing Techniques.....	180
6.3.1	Advertising.....	180
6.3.2	Free Media Publicity.....	183
6.3.3	Networking.....	188
6.3.4	Promotional Events.....	192



1. Introduction

Congratulations on embarking upon your journey into a unique and fulfilling career path. As a matchmaker, you will be a part of a booming, recession-proof industry. You'll enjoy a lucrative career as you help diverse singles find love and marriage. You'll wonder how you got so lucky as to snag a position in which you actually get paid to socialize and chat about dating on a daily basis! Soon enough, you'll discover that your occupation—and the glamorous lifestyle that comes with it—is always the hottest topic of conversation at dinner parties. Trust me, I should know! After working as a professional matchmaker and relationship coach for the past five years, I can say with confidence that my friends are still as excited about my career as they were from the very first day I started! I know firsthand that working in the matchmaking industry makes for extraordinary opportunities. Now is your chance to learn everything you need to be successful in this fabulous career.

In this guide, the *FabJob Guide to Become a Matchmaker*, you will develop a profound understanding of the nature of the industry and the benefits of this important work. With knowledge of all the skills, tools, education and experience that is essential for matchmaking, you'll be

prepared to secure employment with a matchmaking agency or to start your own business. The following chapters will cover everything from writing a business plan to selling your services to your very first client. When it comes to matchmaking, you will see that there is truly no better time to get started than right now!

1.1 A Career in Matchmaking

Although utilizing the services of a professional matchmaker may seem like a modern-day trend, matchmakers have been facilitating marriage proposals for centuries all around the globe. Traditionally, matchmaking has been quite popular in Jewish communities where people often regarded it as a mitzvah, or good deed.

Many matchmakers today are Jewish and specialize in setting up people who'd like to marry someone of the same religion. NYC's #1 Jewish Matchmaker, Shoshanna Rikon of Shoshanna's Matches, says that "Bringing people together in the Jewish community has been the most rewarding aspect of being a matchmaker." In cahoots with the matchmakers from earlier days, she agrees that "word of mouth has been the most valuable marketing tool for generating new business." Indeed, it seems that some things never change!

People frequently associate matchmaking with the Jewish yenta, but for centuries, matchmakers have been popular with those of all religions and cultures. Matchmakers, from family members to outsiders, were often present in Catholic and Hindu societies. Arranged marriages were the tradition all over the world, especially in Asian countries like India, Japan and China, as well as in Mexico, Russia and many African and Middle Eastern countries.

In the past, matchmakers were not always compensated for the introductions they made. Some just set up their family and friends until others outside of their own social circles began recognizing their talent for putting people together in a romantic context. Many matchmakers got their start from setting up family members.

In the twenty-first century, it is often difficult for people to find and maintain relationships. Despite the seemingly endless array of romantic options, as evidenced by the number of people using online dating sites, many singles realize that true love is not always just a mouse click

away. In the United States and Canada, many people work long hours that leave little time for socializing. Americans barely use their vacation time, let alone lounge around in cafes like the Europeans! They do not live in the close knit communities of yesterday with friends, family or clergy who make it a priority to help them find a spouse. In addition, many men and women find themselves divorced with the challenge of having to start all over again in a dating scene that they haven't been a part of for years. With nearly everyone looking for love, the talents of matchmakers will seemingly always be in demand.

1.2 The Matchmaking Industry

Perhaps today, more than ever, Americans feel entitled to “life, liberty, and the pursuit of happiness.” For many, the American Dream may have deviated from the 1950's inspired two- kids/white picket fence/ Tupperware party/suburban paradise, but for the most part, it still includes love and marriage. In the U.S. and Canada—as well as in other countries—people want more out of their relationships than ever and are doing more than ever to find them!

The high value Americans place on long-term romantic relationships, combined with the number of adults who are single, makes for a booming dating industry. According to the U.S. Census Bureau, the United States—with over one hundred million singles—has the highest single population of any other country, excluding India and China! As many speculate, the singles market is only growing due to a high divorce rate. In addition, Americans are delaying marriage to pursue higher education and diverse career opportunities. While there is less of a stigma toward those who are single, people are also less likely to look down upon those who embrace the trends of the current dating industry, which includes everything from matchmakers, to speed dating, to websites to generate dates.

Indeed, research shows that people became a lot more comfortable with the idea of online dating since the launch of Match.com in the mid-nineties. The first couple years after the turn of the century marked the peak of online dating, but by the early 21st century it was the matchmaking industry that really stole the spotlight! According to the website of The Matchmaking Institute, which has trained and certified matchmakers since 2003 when it was established in NYC by Jerome Chasques and Lisa Clampitt, the industry has grown rapidly since 2006.

In 2007, an article in Forbes magazine reported that the total estimated sales of the 1,500 matchmakers in the United States reached \$236,000,000! Since then, the Institute's 2009 survey of matchmakers from forty different markets in the United States and Canada revealed that matchmakers generally prosper, even in a recession. According to the survey, over 22% do not feel the economic downturn has impacted their business in a negative way; over 52% just a little; and 14% quite a bit. People are always looking for love, and some are willing to pay a premium for it. Clearly, when it comes to matchmaking, there is no shortage of money to be made.

Today, the lives and careers of matchmakers fascinate Americans, as evidenced by the ratings of popular television shows about the profession including *Confessions of a Matchmaker*, *Tough Love*, *Matched in Manhattan* and of course, *The Millionaire Matchmaker*. There are even books that are solely about the day to day life of a matchmaker; most noteworthy is Samantha Daniel's *Matchbook: The Diary of a Modern-Day Matchmaker*.

The popularity of matchmaking may have lots to do with the portrayal of matchmakers in the media, as well as the nature of the online dating industry. It seems that the Internet dating craze has helped the field of matchmaking grow! Without a doubt, any experienced online dater could understand why many singles have turned to matchmakers after a stint of dating people from the Internet. To sum it up, people lie online! (Typically, men lie about their height, women lie about their weight and both sexes are guilty of posting the most flattering, outdated photos they could find!) Someone acting as a go-between to make sure people presented themselves accurately was a welcome change for those who became frustrated with online dating. Hence, the appeal of the modern day matchmaker!

1.3 Benefits of Being a Matchmaker

An Exciting Life

For someone who is a "people person," matchmaking is an exciting career. Matchmakers tend to be quite the social butterflies, often attending posh parties and networking events to recruit new matches, even flying across the country to meet the upscale client who can't come to them. As a matchmaker, everyone will want to be your friend, and if you are

good at your job, you will never be short of wedding invitations. You'll have a reputation as a fascinating person who took a unique career path and you'll gain the level of respect that comes with the profession.

Satisfaction from Doing Important Work

According to Sigmund Freud, the definition of mental health is the ability to work and love. A career that that enables you to pair people together and help them develop the ability to find and maintain a healthy, loving relationship is such a valuable and rewarding experience. Obviously all set-ups don't result in wedding bells, but as a matchmaker, you've planted the seed. After 17 years in the business, Julie Ferman, Founder of the LA based matchmaking service, Cupid's Coach, says "More than anything I enjoy watching the clients relax into the dating process, discovering new insights about themselves and about the opposite sex. Witnessing those 'Aha' moments – I think that's what's kept me going all these years." Encouraging clients to blossom in their love lives may be the greatest gift of all.

Helping People Find Love

And then, as Queen suggests, there is indeed "a crazy, little thing called love".

When initially asked what the most rewarding aspect of her work was, Julie stated: "The love stories, of course. I married off both a father and a son from the same family – that was such a thrill. Recruiting the perfect man for my VIP client and receiving their holiday card a year later with a photo of their new baby – that was so touching for me."

As a professional matchmaker, I have also experienced that joy of a successful match. When I found out about the first engagement of two people I introduced, I was ecstatic! This is the kind of work that really makes a difference.

Low Start-up Costs

As a matchmaker, you can work from home, as long as you have a business phone and computer with Internet access. You can get a nice looking website up and running on a budget, and you can create pro-

fessional looking business cards with very little money. You will want to set aside some money to attend networking events for recruiting purposes, but this does not have to be expensive either. You can work without an office for quite some time by holding client meetings at client's office or local cafes. After obtaining business insurance coverage, professional liability coverage, and some office supplies, you will be good to go!

Lucrative Career

For most people, starting a matchmaking business is not the ticket to “get rich fast,” but it is an industry where big bucks can be made with motivation, talent, hard work and organization. As evidenced by the Matchmakers survey conducted by the Matchmaking Institute, in good U.S. and Canadian markets, the majority of matchmakers can make between \$100,000 and \$500,000 annually. According to the survey, over 12% of matchmakers make more than \$1 million! Not too shabby, huh?

Helping yourself find (or maintain) love

As a matchmaker, you get paid to think about and chat about dating and relationships every day. It is nearly impossible to help people without helping yourself in this capacity. Throughout the course of your career, you will gain incredible insight about human nature, gender and relationship dynamics. People will tell you things that they wouldn't tell anyone else. Sometimes, you will learn from your clients just as much as they learn from you. If you are single, your expert status unfortunately doesn't make you immune from bad dates, but you have a tremendous advantage! Who better to know how to find the single men and women than the matchmaker?

1.4 Inside This Guide

The *FabJob Guide to Become a Matchmaker* is arranged to take you in a step-by-step manner through getting started and succeeding as a matchmaker. These steps, and the chapters they appear in, are as follows:

Chapter 2, “What a Matchmaker Does,” describes the services matchmakers provide to clients including personal consultations, introductions to prospective partners, and dating coaching. The chapter pro-

vides detailed information about how to do client consultations by phone and in person, including how to sell your services to prospective clients. You will also learn how to do matchmaking, from developing a database of clients to making matches to getting feedback about dates. This chapter includes helpful samples that you can use in your own matchmaking business.

Chapter 3 will help you with “Getting Ready” so you can succeed in this career. We’ll examine the specific skills related to matchmaking. You will also find resources for enhancing your interpersonal and business skills, and developing your knowledge of psychology. This chapter also covers the best resources for learning about matchmaking, and explains how to get experience before you apply for that first matchmaking position or start your own matchmaking business.

Chapter 4 focuses on “Getting Hired.” You will discover who hires matchmakers. We’ll look at how to find out about job openings, how to prepare an effective resume and cover letter, and how to do well in an interview. Finally, we’ll look at how to assess the job offer so you can decide whether you want to work for someone else or start your own matchmaking business.

If you want to start your own matchmaking business, the information on “Starting Your Own Business” in chapter 5 will help you do so. Whether you choose to do business in a home-office or rent office space, you will need to learn about creating a business plan, choosing a name for your company, legal issues and more. This chapter also explain how to set your fees and how to hire support staff if you decide to expand your business.

Chapter 6 is all about “Getting Clients.” In this chapter, you will learn various strategies for marketing your business such as how to create your own website, types of advertising you can use and where to advertise, and how to get free publicity for your matchmaking company. This chapter also offers suggestions for marketing your business through networking and promotional events to help your company prosper.

When you’re finished with this guide you will know what steps to take next and where to go from there. By applying what you learn here, it’s just a matter of time before you’ll be where you want to be... in an exciting career as a Matchmaker!

You have reached the end of the free sample of the *FabJob Guide to Become a Matchmaker*. To order and download the complete guide go to <https://fabjob.com/program/become-matchmaker/>.