

# Business Strategies Uncovered

*Developing new service offerings & creating added value*

## WHAT CAN THIS WORKSHOP DO FOR ME?

**THIS FOUR-HOUR COACHING PACKAGE IS ALL ABOUT DEVELOPING and solidifying your business plan, your service offerings, and your operational systems in order to kick your business into high gear for growth, success, and profitability.**

## WHY IS IT CRITICAL FOR MY BUSINESS?

**EVERY BUSINESS OWNER NEEDS TO PAUSE AND REFLECT ON THE operation as a whole and on its distinct parts. To have a mentor/advisor who's been there and have done that in your industry is a huge advantage. Learn from those who've come before you, avoid the pitfalls, plan ahead, identify your company's strengths and weaknesses, plan to be proactive vs. reactive in our rapidly changing business and social culture.**

## WHO SHOULD SIGN UP FOR THIS WORKSHOP?

**THIS WORKSHOP IS DESIGNED FOR THE MATCHMAKERS WHO are already in business and who are excited to take their operating systems to the next level in efficiency, productivity, and profitability.**

## WHAT EXACTLY WILL I LEARN?

**YOU'LL REFINE YOUR SERVICE SYSTEMS IN ORDER TO MAXIMIZE efficiency within your operation.**

You'll analyze your revenues and expenses, preparing or refining your budget.

You'll study and develop plans for your revenue streams and profit centers.

You'll analyze and refine your marketing plan.

You'll analyze and refine your business plan.



## HOW DO I PREPARE FOR THE CALL?

**PULL TOGETHER YOUR REVENUE AND EXPENSE REPORTS. WE'LL study your existing budget, revenue streams, expenses, and marketing plan.**

### Ask yourself:

What is the highest, best use of my time?

What tasks am I doing which are lower level functions, which could be done by someone else?

What higher level tasks need to be done by me and... aren't being done?

Should I be doing these things? Should I hire this function out?

## WILL THERE BE HOMEWORK?

**THERE WILL BE HOMEWORK AND PRACTICE FOR YOU BETWEEN calls. You'll be developing concrete coaching plans and packages for your clients, you'll be analyzing the business models and service offerings of your competitors and colleagues, and you'll be practicing your dating coaching with either paying or free/practice clients.**

# MATCHMAKERS 911

EXPERT ONE-ON-ONE HELP LINE

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## OUR ONE

**REVIEW:** Your existing website, business and service plans, coaching packages, new client orientation. Homework assigned: Study your local competitors/colleagues' service offerings

## OUR TWO

**DEVELOPING:** Your plan & process with your clients. Develop your affiliations with colleagues for referrals back and forth. Homework assigned: Write up your first draft of your master coaching plan.

## OUR THREE

**REVIEW:** Your plan & process with your clients. Develop your affiliations with colleagues for referrals back and forth.

**HOMEWORK ASSIGNED:** Write up your first draft of your master coaching plan.

## OUR FOUR

**FINALIZATION:** Your master plan, new client orientation, service packages.

## JULIE FERMAN ON HER SPECIAL EXPERTISE



**"MY SPECIALTY IS HELPING ASPIRING OR EXISTING MATCHMAKERS** create, sculpt, and evolve their business models and their service practices and packages. I love helping new business owners and managers cut corners and streamline their start-up processes, as in doing so, the professionalism of our industry continues to build. If I

can help you solidify your operating systems, your sales and marketing practices, and your service solutions, your clients' experience and your bottom line will both be stronger, and that's good for the industry at large."

## JULIE'S COMPANY



**I FOUNDED CUPID'S COACH IN 2001** WITH THE GOAL OF CREATING Modern Day Matchmaking; marrying technology with coaching and personal touch in order to provide for highly desirable and selective professionals a dating solution which is above and beyond any prior bricks and mortar or online solution. The level of service and dating coaching which we provide for our clients, coupled with the size and reach of our enormous database has enabled us to quickly become one of LA's premier agencies, expanding now to include statewide and national personal search and recruiting services.

## JULIE'S BACKGROUND

**CO-OWNER OF TWO SUCCESSFUL GREAT EXPECTATIONS CENTERS** throughout the 90's, I was GE's National Director of Events and Promotions, and the Executive Director of the GE Licensee Association.

## WHY YOU LOVE WHAT YOU DO

**I MUST HAVE JUST BEEN BORN TO DO THIS WORK, AS I'VE BEEN** obsessed with love, romance, dating, and relationships all my life. My own troubled love search led me to a dating service in St. Louis, where both my sister and I found our husbands. Having worked within that video dating franchise system for 10 years, I was troubled by what I saw as a lack of service orientation and efficiency. It's been enormously gratifying for me to build systems which provide both a more effective and enjoyable introduction process for the client and stronger, more enriching experiences for our matchmakers and staff.

## HELP LINE PACKAGE AVAILABLE EXCLUSIVELY FROM MATCHMAKING PRO

All packages are personalized to your individual business needs and are one-on-one phone consultations with a professional who is a proven expert in his or her specialty area.

Contact us by email at [helpline@matchmakingpro.com](mailto:helpline@matchmakingpro.com) or by phone at 1.877.Be.Cupid (877.232.8743 Toll Free) or 917-338-6348 Mon-Fri 10am-5pm EST to schedule your first call.

Pricing: US\$1,200 for one-on-one sessions, or \$600 per person for group sessions of 2 to 6 participants.

Individual hours can be purchased at a rate of \$250 per hour if you wish to extend the length of your workshop.