

Coaching For Love

Strengthening your date and relationship coaching skills

WHAT CAN THIS WORKSHOP DO FOR ME?

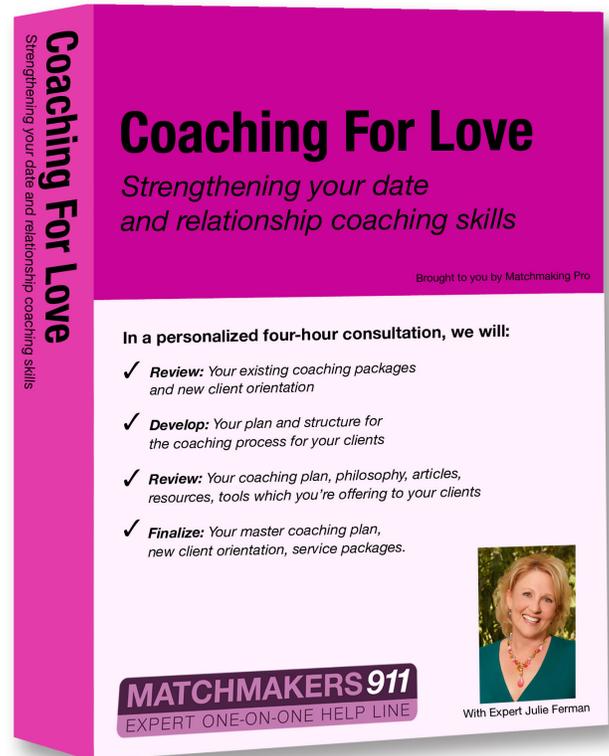
TOGETHER WE WILL DESIGN, SCULPT, AND EVOLVE THE NEW client orientation and the ongoing coaching systems and solutions which your company offers to your clients. We'll develop the structure for the support, guidance, and coaching which your clients will need and will expect from you. We'll consider together which elements you can provide in-house and which services you will want to hire out. We'll determine how much support and coaching is ideal for each of your client packages, as well as stand-alone or add-on service options which you can offer. We'll map out together the structure and the price points for your company's dating coaching packages.

WHY IS IT CRITICAL FOR MY BUSINESS?

IN TODAY'S COMPLEX DATING CULTURE, WE NEED TO DO MORE than just throw our clients out on dates with each other. By providing a structured system for new client orientation, dating coaching, client support, and systematized client communication, we can avert problems, miscommunication, disappointment, and complaints. Having an organized structure for client/staff communication, feedback, and coaching enables a streamlined and efficient client experience, which translates to stronger matches, smooth and effortless first and second dates, a positive and enriching client relationship, more referrals, and more profits.

WHO SHOULD SIGN UP FOR THIS WORKSHOP?

THIS PROGRAM IS IDEAL FOR BOTH NEW MATCHMAKERS WHO want build a business from scratch and experienced matchmakers who would like to strengthen their dating and relationship coaching skills and service elements. If you are in business today as a personal matchmaker, you need to have in place a rock solid plan for guiding and coaching your clients not only through your specific process, but through the maze that dating and relating is inherently.



WHAT EXACTLY WILL I LEARN?

YOU'LL HAVE YOUR DATING COACHING PLAN OUTLINED AND structured, ready to implement. Your company's coaching service elements will be mapped out and described in detail.

HOW DO I PREPARE FOR THE CALL?

QUESTIONS TO ASK YOURSELF:

What are single people doing wrong in dating today?
What do I think they need to learn?
Which authors/coaches have I found to be most helpful?
What tools do I have already in my arsenal to help my clients?
Which dating coaches are my colleagues' favorites?
Would I rather sell, serve, manage staff, write, speak, coach? What am I best at

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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HOURL ONE

REVIEW: Your existing coaching packages, new client orientation. Strategy Development for sculpting our four-hour workshop together. Homework assigned. Study your local competitors/colleagues' service offerings.

HOURL TWO

DEVELOPING: Your plan and structure for the coaching process for your clients. Homework assigned: Write up your first draft of your master coaching plan, to include your philosophy, recommended articles, recommended resources, and tools. Practice. Client Feedback.

HOURL THREE

REVIEW: Your coaching plan, philosophy, articles, resources, tools which you're offering to your clients. Review and tweak your master coaching plan, new client orientation, service packages. Homework assigned. Practice. Client feedback.

HOURL FOUR

FINALIZATION: Finalization of your master coaching plan, new client orientation, service packages.

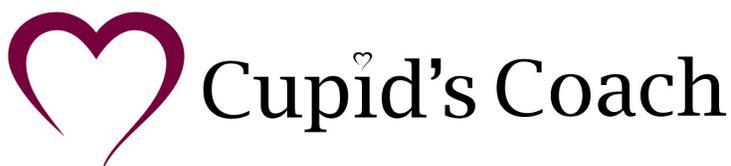
JULIE FERMAN ON HER SPECIAL EXPERTISE



"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 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.