

Matchmaker
ACADEMY 

WELCOME

I'm so thrilled you're considering a career in matchmaking. It is a rewarding, exciting and life changing opportunity that feels less like a job and more like a lifestyle.

Our mission is to help you realise your full potential and make the impact you're meant to make.

Whether you're launching a brand new matchmaking business or taking your existing company to new heights, we're here to help turn your big dreams into a profitable reality.

Having successfully matched hundreds of singles and been the proud winner of both the UK and international Matchmaking awards, I want to share with you how to turn matchmaking from a hobby to a successful business.

With love and appreciation

Caroline x

Mutual Attraction Founder





ABOUT MATCHMAKER ACADEMY FOUNDER CAROLINE BREALEY

Caroline is a certified matchmaker and relationship expert with a true passion for helping others find love. Voted the Number 1 matchmaker at the iDate annual matchmaking awards and the UK Dating Awards Caroline is at the top of her game. She is delighted to be the head judge at the 2015 UK Dating Awards.

Caroline started Mutual Attraction, a London based dating agency, in 2011. Far from being tucked away in an office she takes a hands on approach working one on one with clients, delivering private coaching and drinking far too much tea! She has grown from a one man band to having a small team of professional matchmakers who are equally as passionate and enthusiastic about helping people find love.

Her expertise, passion and unique ability for understanding relationships has made her a sought after expert on matchmaking, dating and relationships. She is regularly called upon to give her expert advice both on TV shows such as Good Morning Britain and local and national press such as The Times, The Telegraph, Cosmopolitan and Marie Claire.

What started as an idea has become a successful business that is both profitable and delivers on its promise. Caroline thrives on working both one on one with clients, growing Mutual Attraction and training the matchmakers of tomorrow.



WHAT IS MATCHMAKER ACADEMY?

Matchmaker Academy is a training school for matchmakers either at the start of their career or for those wishing to take their business to the next level.

The academy was set up to provide a good practise baseline for matchmakers and a standard to which clients can recognise that a matchmaker is trained.

Three training programmes are delivered by Matchmaker Academy:

- 2 Day Intensive Live Training

- One on One Coaching and Mentoring

- Online eCourse (launching summer 2015)

All programmes show you step by step how to build and grow a unique and profitable matchmaking business.



WHAT IS MATCHMAKER ACADEMY?

Our comprehensive curriculum will help you turn your business dreams into reality.

There are eight core learning modules plus bonuses and master class training. Over the following pages we share with you our curriculum, so you can make sure this programme is right for you. For our one on one coaching and mentoring a specific programme will be put together based on your individual requirements so for this reason, the information in this booklet focuses on the 2 day Intensive training programme.

» CB »
Matchmaking
ACADEMY

MODULE 1: INTRODUCTION TO MATCHMAKING



Caroline's Story - Launching Mutual Attraction

- The obstacles facing new matchmakers and how to overcome them
- Lessons learnt along the way – the good, the bad and the crazy!
- Actionable top tips for launching a matchmaking business

The Dating Industry

- Regulatory and supportive bodies
- Matchmaker Academy Certification

Role of a Modern Day Matchmaker

- The history of matchmaking that shapes your role today
- *'Week in the life of a matchmaker'* – what you can really expect to be doing



MODULE 2: CREATING A UNIQUE BUSINESS FOR SUCCESS

Researching the Market & Where You Fit

- Why, and how, you need to do your homework
- Evaluating your findings, what they really mean and how you can use them to your advantage

Your Ideal Client Avatar

- Getting to the bottom of '*who is your ideal client?*'
- Why tapping into the mind of your ideal client avatar is key to your success as a matchmaker
- How your ideal client avatar will shape your whole business

Deciding Your Niche

- Why targeting everyone will cause you to go grey!
- Evaluating '*need, skills and desire*' to find your niche so you can thrive

Business Model Canvas

- How to map out and plan your business so it is sustainable, successful and profitable
- Creating a workable business model canvas that will blow a traditional business plan out of the water
- Creating a brand you LOVE that stands out

MODULE 3: YOUR MATCHMAKING OFFER: THE NUTS & BOLTS

Designing Packages Clients Will Love

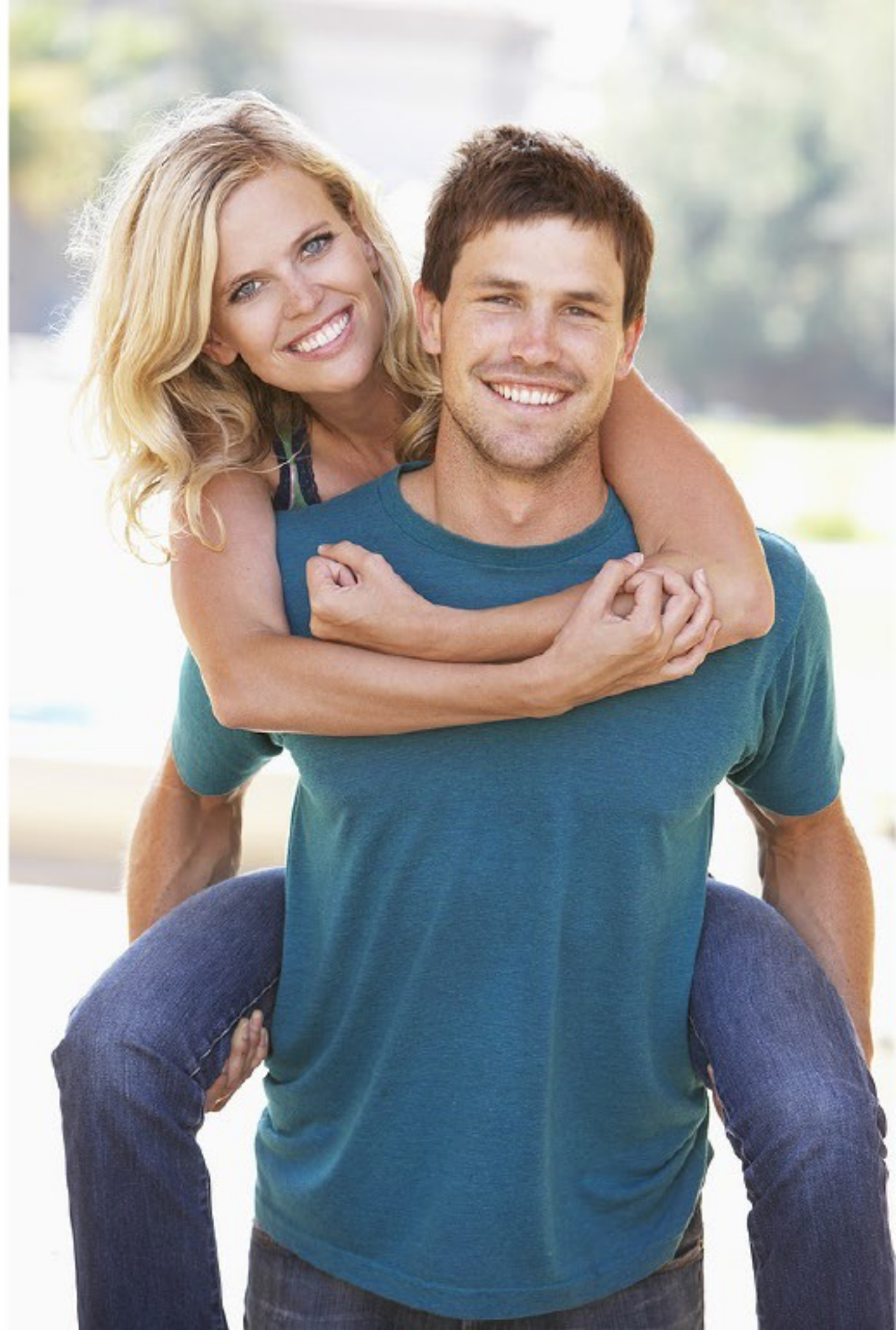
- Get clarity on what you are offering and drill down to the basics of what you deliver
- Understanding and knowing your ideal customer avatar to design memberships that sell themselves
- Where new matchmakers go wrong and how to make sure you get it right

How to Know What to Charge

- How to position yourself in a premium market
- Why competing on price is a no go area
- How to cure 'comparison hangover'

How to Make Competitors Irrelevant

- What makes you special? Why your story is crucial to your success
- Why copy cat businesses fail and how to find your own USP
- Knowing and understanding your value proposition. What does this look like for your clients?





MODULE 4: LEGITIMISING YOUR BUSINESS

Registering Your Business

- Choosing the right legal structure for your business
- Protecting and trademarking your brand
- Making sure your online presence is in your hands

Dotting the Is and Crossing the Ts

- Your options for I.D and background checks and why you need to be transparent
- How to keep your data and your clients protected

Contracts

- Why your contract is the most important document you will have
- How to write a contract that protects you and your clients

MODULE 5: ATTRACTING YOUR DREAM CLIENTS

Website

- A matchmaker's website is their shop front. Learn what your website needs to do for you
- The ONE action visitors to your website must do
- Creating an 'Opt In' that entices for the right reasons

Marketing and Advertising

- Exploring your options and deciding what fits for your business
- Why your keywords are your babies!
- How to get your marketing materials to work for you and attract your ideal client avatar

Developing Your Promotion Plan

- Generating a buzz on a budget. How to get amazing exposure on a shoestring
- Why you need to think short and long term
- Ways to get your creative juices flowing to create a promotion plan that fly's

How to Sell Without Being 'Salesy'

- Why and how to sell ethically
- How to sell your services without a hard sell
- Prevention Vs a problem. Why you need to understand the difference



MODULE 6: BUILDING YOUR NETWORK

Defining Your Network

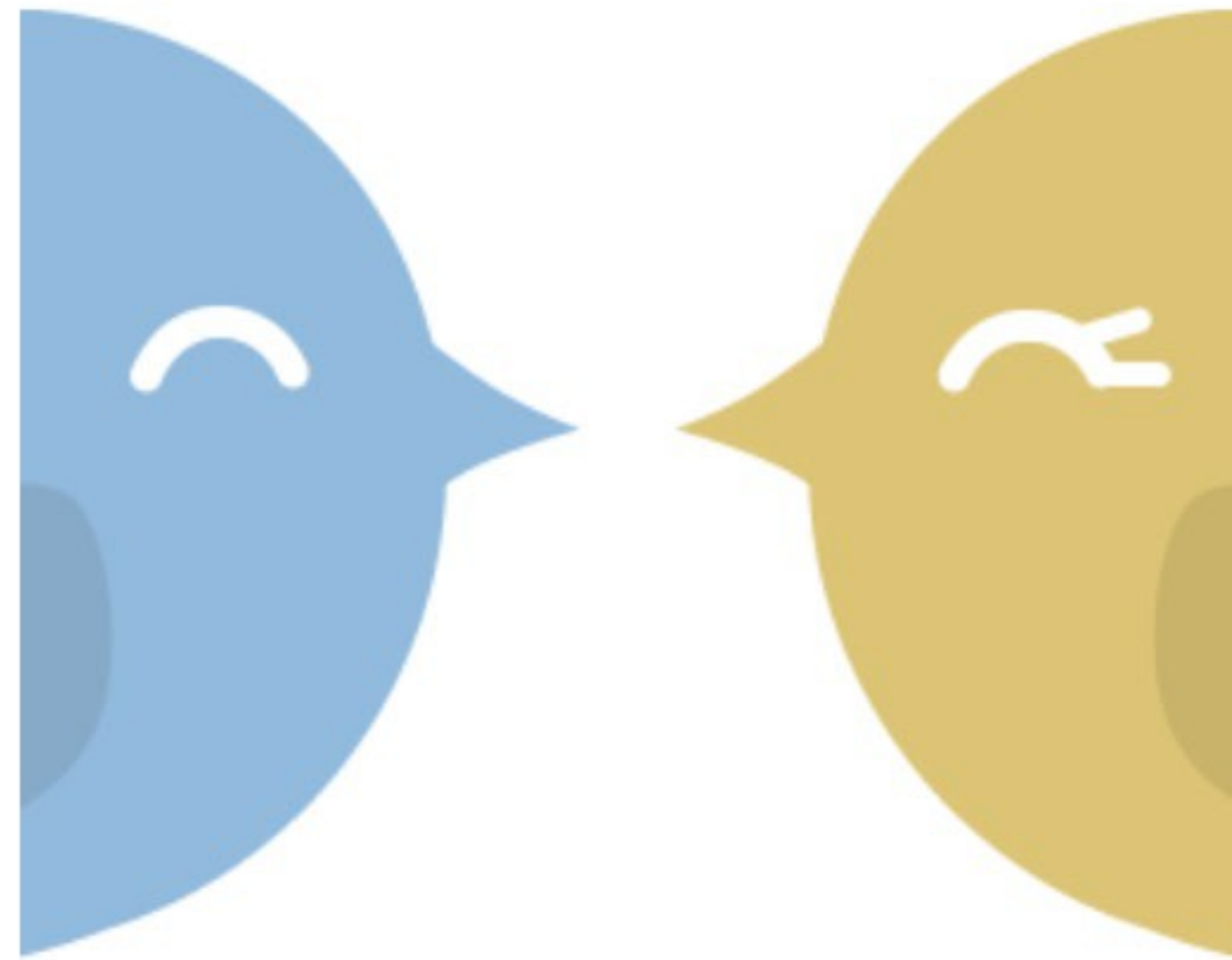
- Why your profit is in your network
- Getting clear on who your network is and why growing it is critical for your businesses sustainability

How to Grow Your Network Organically

- How to creatively grow your network
- Why collaboration is key
- What's worked for Mutual Attraction (and what hasn't!)



MODULE 7: MAKING SUCCESSFUL MATCHES



Psychological Matchmaking Principles

- Commonly used matchmaking principles
- Finding what works for you as a matchmaker and outlining your matchmaking method

Profiling Clients

- Capturing the right information from clients
- Examples of profiling forms and what works for Mutual Attraction
- Support with creating your business profiling method

Making a Match

- Methods of matchmaking pros and cons
- Creating smooth matchmaking systems that save time

MODULE 8: BUSINESS DEVELOPMENT & SERVICE

Customer Service

- Why crappy customer service will bite you on the backside
- What does good service look like in the matchmaking industry and how to maintain the highest level of customer service

The Truth About Collaboration

- What collaboration for matchmakers looks like in London
- How you can collaborate to offer value to your clients and grow your business
- How to create lasting and meaningful connections and working relationships

Future Service Delivery

- Why a smart matchmaker will have different income streams
- Options to grow your business from day one and down the line
- Staying sustainable and one step ahead

BONUSES

- As a pro matchmaker you'll need to look the part so the UK's only dedicated dating photographer from Saturday Nights Alright will be on hand at the training to do your own mini photo shoot! You'll receive beautifully edited photos to use across your professional networks and promotional activities
- 2 x 1 hour one on one Skype sessions with Caroline following the training. This will be invaluable as you put what you have learnt into practise
- You'll be joined on the training by guest speakers who are leading experts in the dating industry. They'll be sharing their knowledge and expertise with you as well as answering your questions in a Q&A
- Templates and resources to skyrocket your matchmaking success
- Make invaluable and priceless connections with matchmaking peers and top industry experts

THE VENUE

Set in the heart of Mayfair, The Fox Private Members Club is a plush, bijou townhouse mixing original features with contemporary chic.

Conveniently located just a minutes' walk from Green Park Station we couldn't have a more perfect setting in the bustling luxurious setting of Mayfair.

<http://www.foxclublondon.com>



The Fox Club Lounge



The Fox Club Main Entrance





CERTIFICATION

Upon completion of a Matchmaker Academy training programme you'll be issued with an electronic badge and training certificate to use in promotional materials. The badge will link to a page geared up for potential clients and will clearly outline that you have successfully completed training in matchmaking.

The trained matchmaker and/or matchmaking service will also feature on the website with a direct link to their site, providing easy access for potential clients who are seeking a trained matchmaker.



Get in touch

Stop Dreaming, Start Doing, This is Your Time

If you would like to register for a training course with Matchmaker Academy or have a question, then we would love to hear from you
hello@matchmakeracademy.co.uk

We hope to have the honour of sharing in your matchmaking journey and success.