



Your Business Plan

As part of the certification process, we ask you to complete this business plan questionnaire and return it to us.

Your Name

Date

Name Of Business

Business Address

City / State

Zip Code

Business Phone #

Email Address

Tag Line

30 Second Pitch

Niche market (age, community, gender...)

Where is your business located?

What is your matchmaking process? (Explain in detail, from how you reach interested singles, to your interview process, to signing and servicing your clients.)

What is your price structure?

Will you discuss your fees upfront with your potential clients?

How many introductions will you guarantee (monthly or per length of contract)?

How many clients will you be able to serve at the same time?

During the interview process, will you discuss with the single any possible difficulties you may encounter when trying to match them? (i.e.: if they're overweight; if they're in a difficult age group...)

Will client meet his/her matchmaker before signing up or later in the process?

Will client be assigned to one person?

Will you show photos?

Will you perform background checks?

How will your communications be handled? (i.e.: phone calls, emails, etc.)

How will you handle unhappy clients (if any)?

What will your refund policy be?

How will you get your first clients?

Do you have an advertising budget?

Where and how will you search for matches?

Who can you partner with?

Who will you compete with?

What are your targeted revenues for Year 1, Year 2, Year 3?

What are your targeted profits for Year 1, Year 2, Year 3?

Fill out all fields, save the document and submit your PDF for review to info@matchmakinginstitute.com and rachel@rachelrusso.com