



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

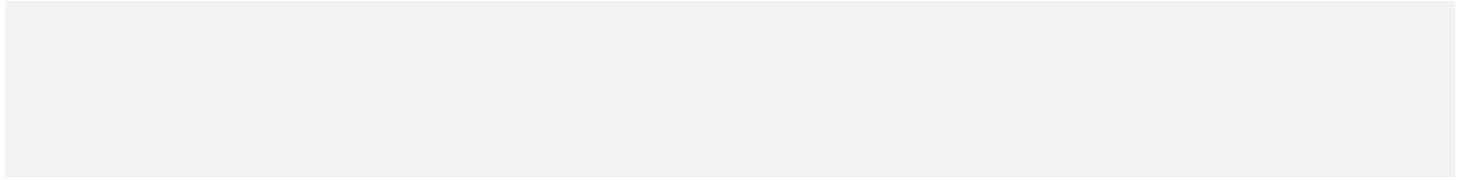
Business incorporation date

Company Description

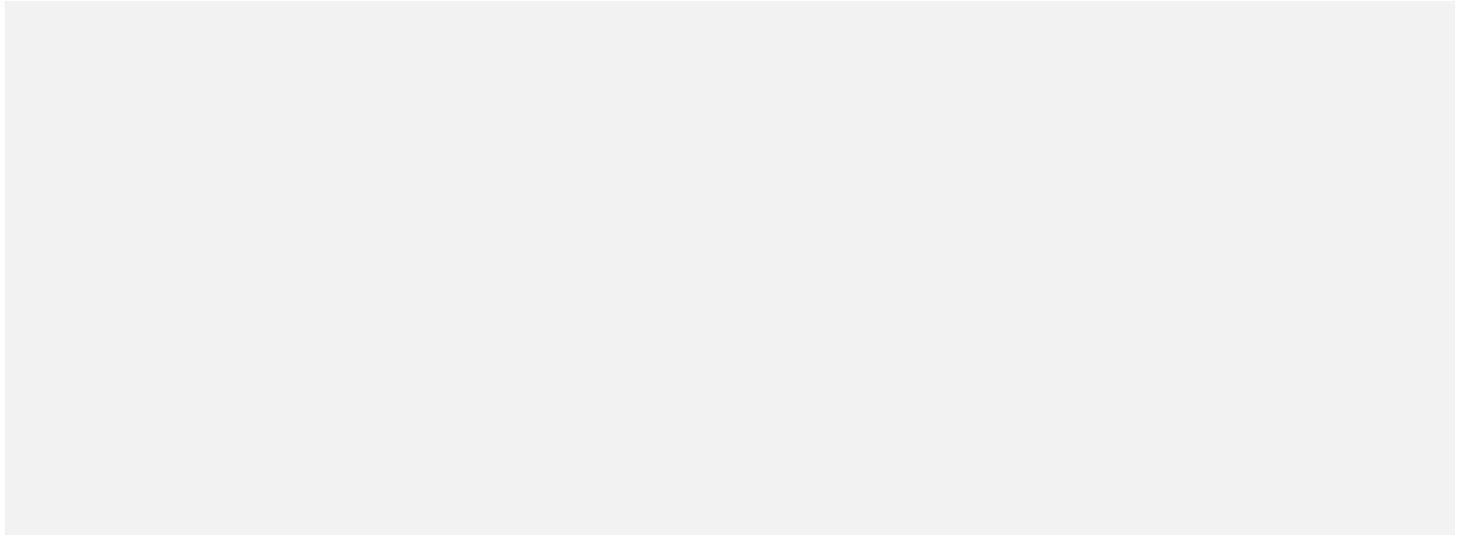
Niche market (age, community, gender...)

Where is your business located?

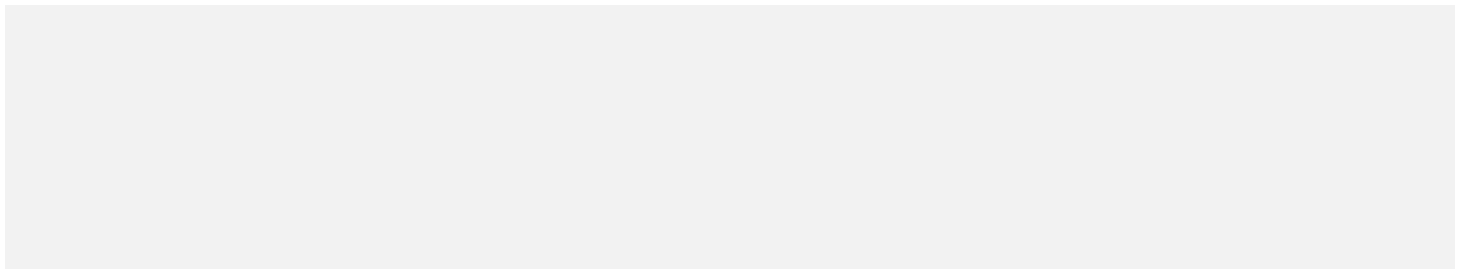
What services do you offer?



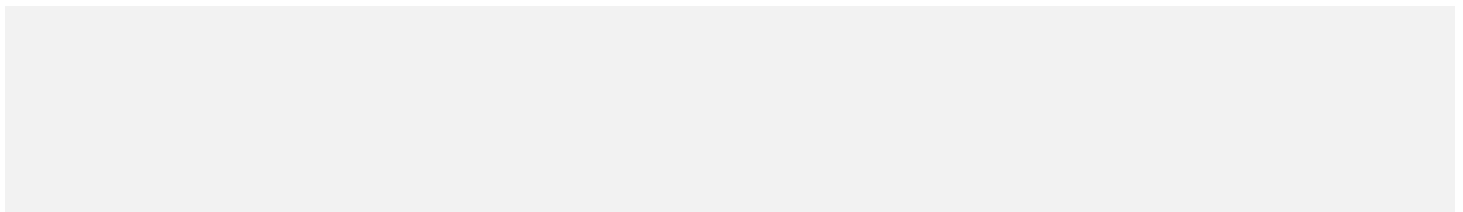
What is your matchmaking process? (Explain in detail, from how you reach interested singles, to your interview process, to signing and servicing your clients.)



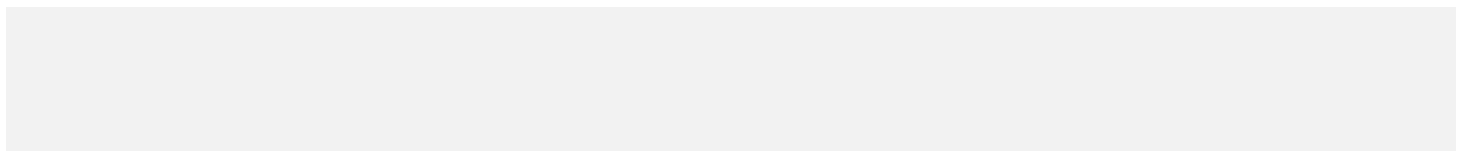
What is your price structure?



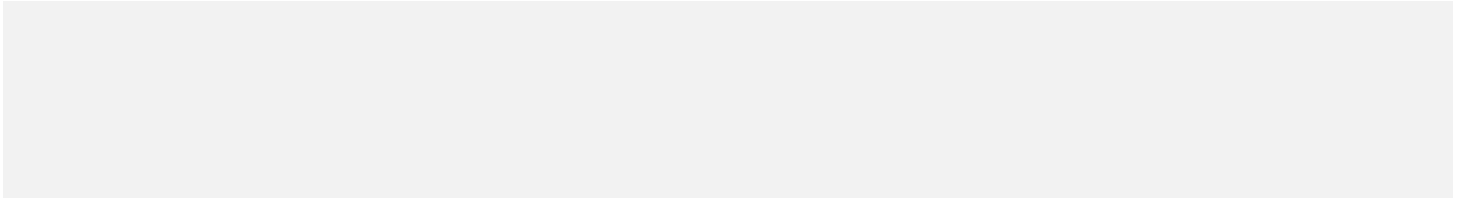
Do you discuss your fees upfront with your potential clients?



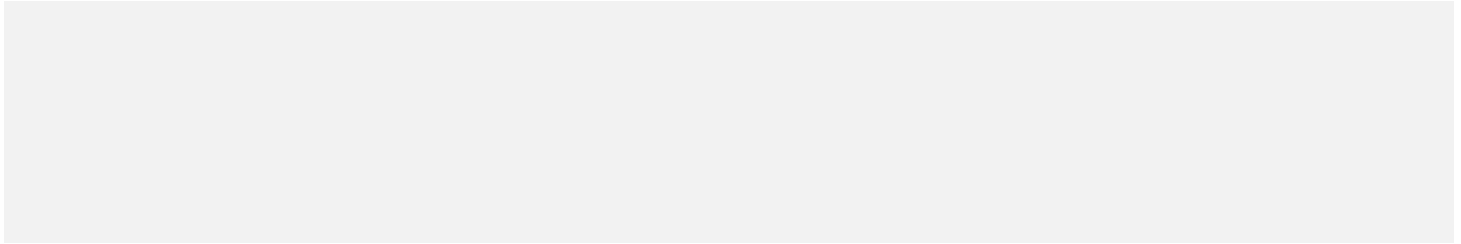
How many introductions will you guarantee (monthly or per length of contract)?



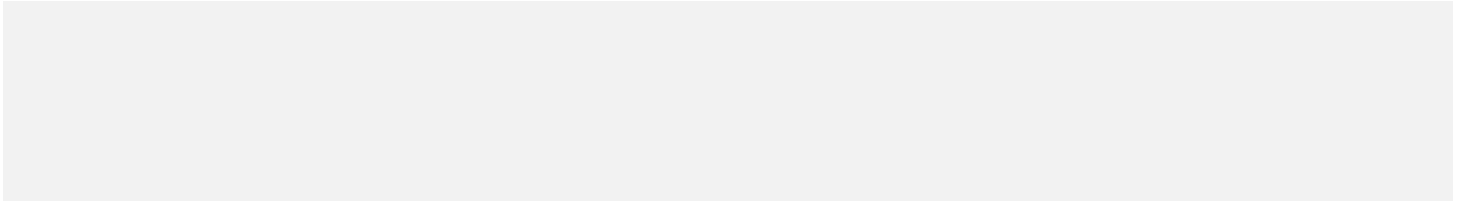
How many clients do you serve at the same time?



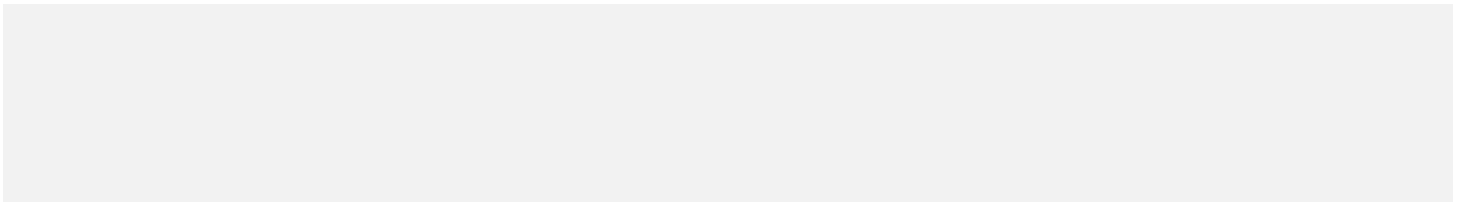
During the interview process, do you discuss with the single any possible difficulties you may encounter when trying to match them? (i.e.: if they're overweight; if they're in a difficult age group...) Do you offer date feedback and relationship coaching?



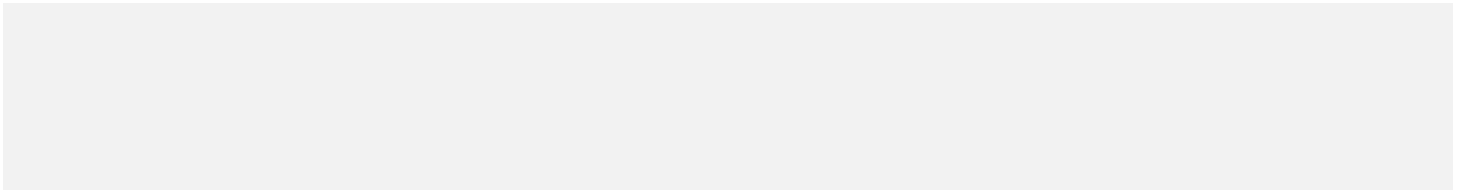
Does your client meet his/her matchmaker before signing up or later in the process?



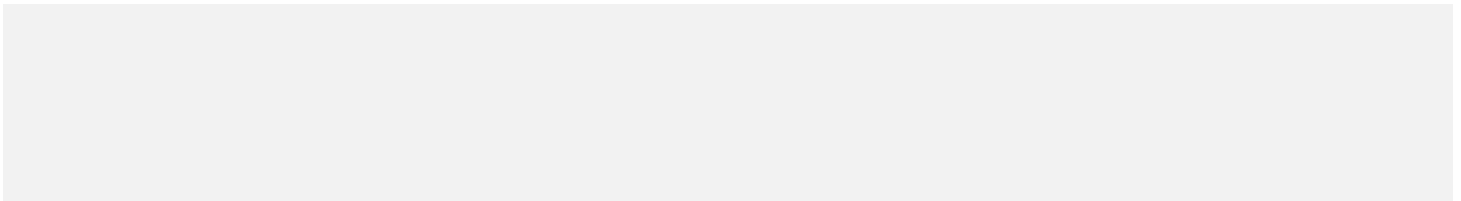
Will client be assigned to one person or multiple matchmaker or coaches?



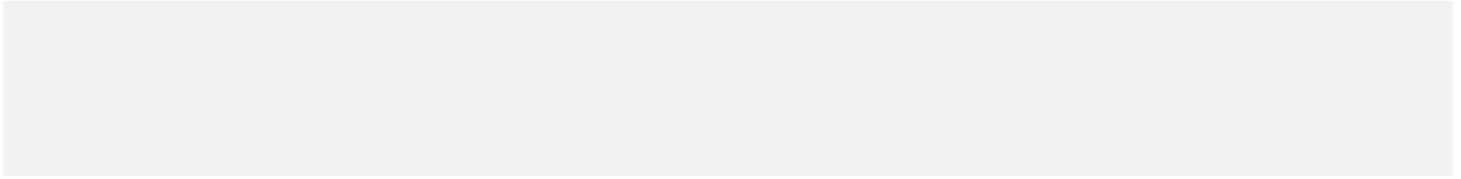
Do you show photos?



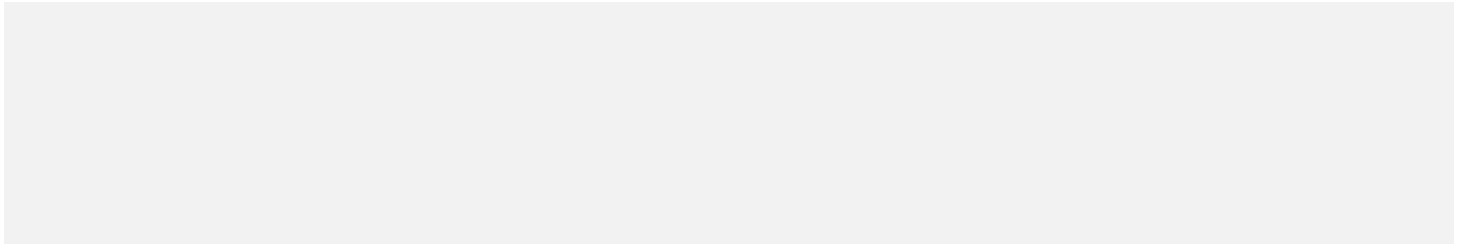
Do you perform background checks?



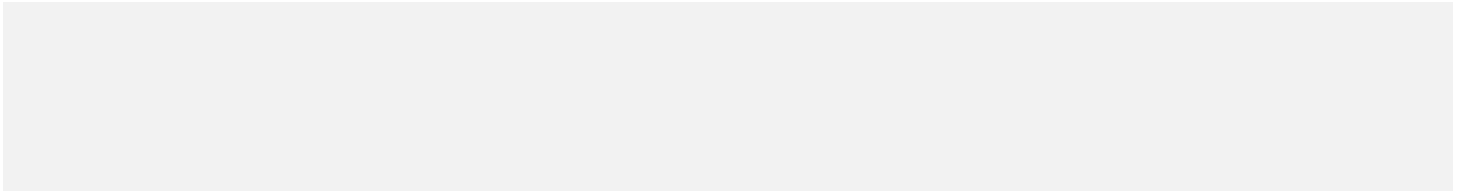
How is your communication with clients handled? (i.e.: phone calls, emails, etc.)



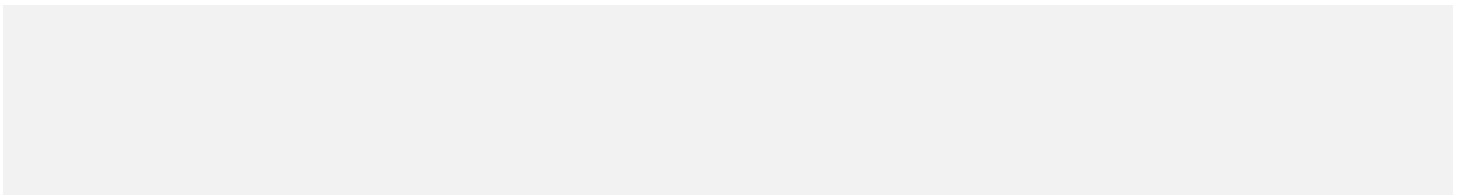
How do you handle unhappy clients (if any)?



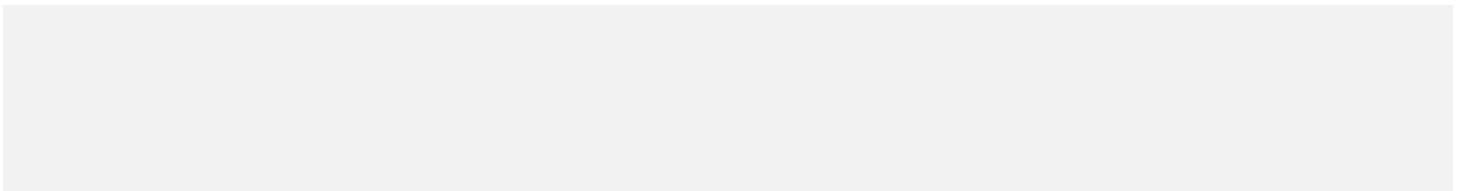
Do you have a refund policy be?



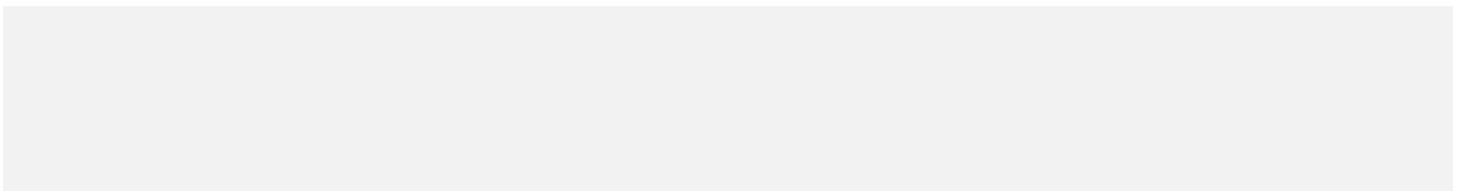
How do you normally get clients?



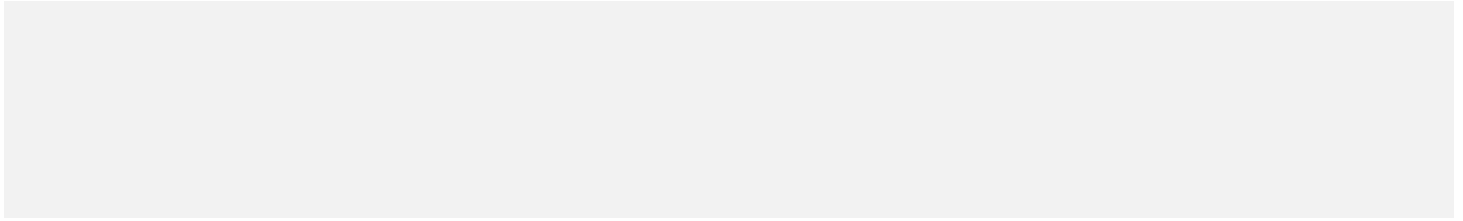
Do you have an advertising budget?



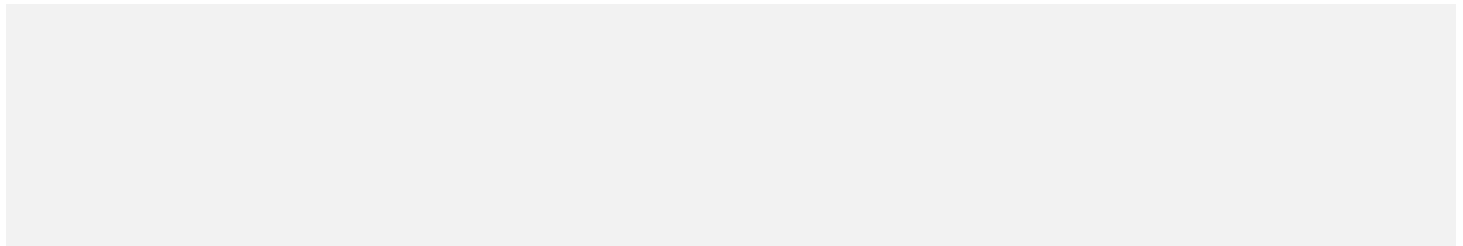
Where and how will you search for matches?



Who do you partner or collaborate with?



Who would you say you compete with?



Instructions:

1. Fill out all fields and save the document.
2. Send it to info@matchmakinginstitute.com