

## **“Start a New Career for the New Year: Become a Certified Matchmaker!”**

The Matchmaking Institute has been offering a Matchmaking Training & Certification in Professional Matchmaking since its inception in 2003. **Over 250 matchmakers have been trained and certified worldwide**, from Australia, Canada, China, Indonesia, Singapore, United Kingdom, and the United States. In response to the huge demand for this industry in Canada, **the Matchmaking Institute is meeting that demand by bringing its Certification training to Toronto!**

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The mainstream success of online dating has opened the door to using a third party to find love and skyrocketed the popularity of modern-day, one-on-one, personalized matchmaking services. Now more than ever before it is acceptable to use a professional matchmaker. More and more people looking for a long term relationship are turning to personal matchmakers for confidential, safe and secure services, while online dating sites have seen subscriber-growth rates ebb in recent years.

### **Singles are enlisting professional matchmakers to help them find "the one".**

The continued and exponential growth in the matchmaking industry demonstrates that today's singles are putting their love life at the top of their priority list. There has never been a better time to enter the field of matchmaking! The success of this industry has created a great demand for matchmakers. The Matchmaking Institute is meeting that demand by offering a Certification training so that people can open up a successful business in this booming industry.

As Lisa Clampitt, Co-Founder of the Matchmaking Institute puts it: *“Matchmaking is an excellent way to become self employed in a business that is yours to name, and profit from as you see fit. But more importantly, it will give the opportunity to cultivate the most sacred emotion that we, as human beings, so greatly prize and cherish: Love.”*

### **Susan Kates, CMM, named Executive Director of Matchmaking Institute Canada.**

Susan was the very first Canadian matchmaker certified by the Matchmaking Institute. She runs the matchmaking service “MatchWorks”, a division of DinnerWorks operating in Toronto, Ottawa and Vancouver.

In Canada today so many singles are focusing on their careers, with very little time left for dating. With the personalized service that matchmakers offer many singles have been turning to these professionals to help them meet that special someone. *“As a matchmaker I am able to focus on the needs of my clients. I get to introduce people to one another that otherwise would never have an opportunity to meet,”* adds Susan Kates.

Susan Kates will conduct a training customized for the Canadian market. Courses will include an understanding of the current day value of the matchmaking industry as well as trends and growth in local markets; different matchmaking business models, interviewing techniques and information acquisition with role-play exercises to demonstrate methods, personal coaching for matchmakers and role-playing, working with difficult clients and maintaining professional boundaries, matchmaker solutions sales, code of ethics & quality standards, etc.

The training & certification, together with all materials, will cost US\$2,250. Students have the ability to come a one-day training first for US\$750 only.

**Exceptionally, the Matchmaking Institute will offer each of the first 10 registered attendees, a US \$750 scholarship, valid on any purchase of training & materials, for the January 12<sup>th</sup> training in Toronto only, to celebrate the opening of Matchmaking Institute in Canada!**

Information & Registration at [www.matchmakinginstitute.com](http://www.matchmakinginstitute.com)

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