

So cliché... I know!



Dating By Design

CONSCIENTIOUS MATCHMAKING FOR
SUCCESS: A 6 MONTH PROGRAM


MOJO MINGLE


**OFFLINE
VALENTINE**
IE

The Back story

Hi. If we haven't met before, my name is **Sarah** and I'm the founder of **Mojo Mingle** and **Offline Valentine**. I'm a people connector, science-nerd, world-traveller and a big fan of banana and peanut butter smoothies.

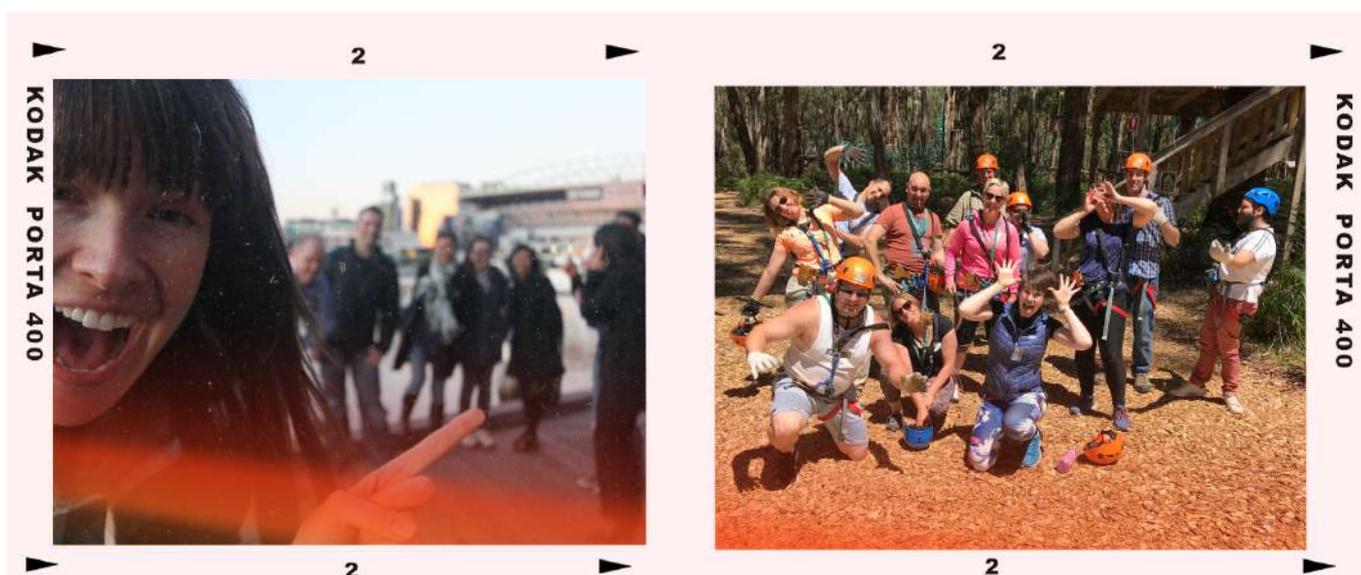


Dating By Design evolved from a simple desire to **connect** people (who just happen to be single) through **fun experiences**, offline. I began hosting low-key social gatherings (see photos below) exclusively for singles in 2015, and over the years my clients have given me the best gift of all: **feedback**.

From my own observations at events, and by taking into consideration my clients' suggestions, the social events I designed became finely tuned and **highly personalised**, resulting in our favourite curated singles event: **Offline Valentine**.

Yet, there was a demand for an even more personalised service in the form of stand-alone **matchmaking** (without attending events). After considerable market research, I knew I could create a **better service** which would offer **solutions** to many problems that people encounter with dating.

The final result is **Dating By Design**; a conscientious program for quality singles who are serious about, and committed to, finding their **forever-person**; plus they also want to have some **fun** along the way. It helps to think of a date as just a mini-event for two! Less pressure reframing it that way, don't you think?



Why Matchmaking?

A matchmaker helps proactive singles to **meet a compatible partner**. In other words, matchmaking is a tailored dating experience for paid clients. As a matchmaker my role is to **understand** my client and what they want. For example, if you were my client I'd learn about your **values**, your **interests**, your dating and relationship **journey** so far, and your future life **goals**. Then, I analyse my database, and perhaps even draw from my network, to carefully select someone special to **introduce** you to.

These days with Internet dating, there are numerous options available for singles to **meet** each other, however these avenues often require a lot of **time**, **energy**, **skills** and **luck**. Dating apps are overly time consuming and success is highly dependent on a person's **confidence**, **levels of effort** and **commitment** and, of course, **communication** skills. In a similar vein, generic singles events and singles bars attract a **random** mix of people who may, or may not, share interests and values.

Mojo Mingle and Offline Valentine attracts **fun-loving** professionals, experienced **travellers**, people who enjoy **outdoor** activities, many who tend to lean left politically, people with an interest in **health** or personal development, and ALL prefer extended **face-to-face** conversations. We love human **connection**.

Historically I've hosted every social event on our calendar, allowing sufficient time to **interact** with, and **observe**, all singles who attend Mojo Mingle and Offline Valentine events. The time I've invested being social with members of our community pays off greatly for premium clients, because I'm personally vetting potential matches for them.

While matchmaking is **highly intuitive**, the process also includes extensive **data** collection and **analysis**. I know this sounds boring but it's **colourful** and takes only 15 minutes to complete. All up, your answers give a clearer indication of what you're looking for in a partner, and what your **deal-breakers** might be, thus helping to guide the matching process.

Disclaimer: despite my best efforts to match compatible people, there is no guarantee that **chemistry** or **attraction** will be instant, or develop at all. In my own personal dating experiences, my relationships each began with friendship first, and over-time I was pleasantly surprised to discover a physical attraction that wasn't apparent at first sight. This is why I prefer to work with **open-minded** people who can entertain the idea that romantic relationships can grow from a solid foundation of friendship first. This is where the **design** comes into play...

Dating By Design

This program is designed to save you time and energy by introducing you to compatible, relationship-ready people. It's also designed so that each mini-event-for-two (date) you participate in, is an opportunity to **connect, learn, grow,** and most importantly have **fun**.

There are two options:

- **Premium Client** - 6 months (\$5,280) This program includes:
 - 6-10+ opportunities to meet your forever-person
 - Date planning support to ensure a successful event-for-two
 - Coaching: 1-to-1 consult after date to discuss feedback
 - Assistance arranging a follow-up date if, or when, things go well
- **The Pool / Matchmaking Database** - 6 months (\$529) Includes:
 - Your profile added to the matchmaking database, so you can be considered for matchmaking opportunities *and* invited to curated singles events.
 - Consultation after each date to discuss feedback

NOTE: The information you share when joining our database is completely confidential and used for matchmaking purposes only. We respect your privacy. All profiles are private and only accessible by your matchmaker. There are no publicly visible profiles.

Dating Plan

- Meet your match a few times to give the bonding process time and allow yourself time to shine in different environments.
- Be open-minded: **avoid comparing** your date/match to other people you've met or dated.
- Be open-minded to the challenge of **seeing beyond imperfections** or undesirable traits and recognise the **value** that your date has to offer. Romantic chemistry, or "a spark", might be instant OR it can appear later on.
- Conscientiousness is a key ingredient for success in love. Each dating experience should be **fun**. Feel confident and bring positive vibes with you.
- Be present – keep your phone on silent and out of sight on dates.
- Reframe nervousness as excitement. Overcome the first 30 seconds of nerves and you'll be fine.

The Dating Game

A great 'mini-event-for-two' is one where you develop a **connection**, have **fun**, and feel **excited**. The main goal of this program is to introduce you to **compatible matches** and ensure that your **dates are great**. The list below contains elements which help create connection, fun, excitement and chemistry. Aim to include as many as possible. This is your road-map to **success**.

Goals:

- Plan a fun mini-event eg best day of week, time of day, budget, location, activities / venue(s), atmosphere, dietary requirements, accessibility, back-up plans, split the bill? etc
 - Before each date, visualise yourself being confident; both enjoying each others company.
 - Dress neatly. Put effort into your presentation. Dress comfortably.
 - Ensure the meeting (date) is a positive experience for your match. Treat them with respect.
 - Arrive 5 minute early. Don't be late.
 - Aim to develop rapport
 - Spend at least one hour together.
 - Be radically authentic. Be you. Embrace your uniqueness.
 - Mirroring your dates energy (platinum rule).
 - Pay attention to body language, listen for tone of voice.
 - Make eye contact (develops chemistry). Don't stare though - that's weird.
 - Use facial expressions to communicate how you feel eg smile
 - Be in the moment. Be present. Phones away.
 - Focus on really understanding your date. Actively listen.
 - Be excited to learn about their hobbies, ideas, values and opinions.
 - Ask thoughtful, open-ended questions such as WHY... WHAT...WHEN... HOW... etc
 - Be curious. Find similarities between you two.
 - Keep things playful / fun. Banter if you can.
 - Try not to judge (this increases the likelihood of romantic chemistry)
 - Try not to make assumptions about how your date is feeling or thinking.
 - Always ask for consent if unsure.
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The Checklist

After each date we touch base on a call to discuss feedback, successful outcomes and areas of improvement. In order to ensure our clients deliver a positive experience on each date, we request that you complete a check list (similar to the one below) after each date. A minimum of **10 success** points are required to unlock subsequent matches. Complete the check-list immediately after your date (or as soon as possible).

Sign of Success:

- I arrived early
- I put effort into my appearance
- I had a good time
- I believe my date had a good time
- We spent 1 hour minimum together
- I was radically authentic / I was myself
- I practised actively listening (tried not to interrupt)
- I made/held eye contact at times (but not in a creepy way)
- I was aware of my body language (confident posture)
- I noticed tone of voice
- I was aware of facial expressions (I smiled naturally)
- I asked thoughtful, open-ended questions
- I had fun / attempted banter
- I was curious to learn about my date
- I recognised my match's value
- I'm keen to meet up again
- I felt a connection
- The date went as planned
- I noticed chemistry / 'a spark'
- I focussed on improving... (fill in the gap)
- I tried not to make assumptions
- I tried to be open-minded
- I tried not to judge
- Other:

Reflection:

- List 3 things you did well
- List 3 things they did well
- List any areas of improvement for your own dating game
- What might you do differently next time?



The Process

To join the program follow these steps:

1. Email an expression of interest to hello@mojomingle.com.au
2. Set appointment for a casual chat over Zoom (<60 min) with Sarah (your matchmaker) to get to know each other & determine if the program is a good fit
3. Optional extra: Pre-service questionnaire (determine baseline / stage of readiness for program), analysis plus feedback
4. Make payment (Premium or Pool of Candidates)
5. Complete Matching Registration form (for match compatibility) – analysed
6. Consult to discuss non-negotiables / blocks / deal-breakers etc
7. Allow 1-4 weeks for the matchmaker to coordinate your mini-event-for-two
8. Plan your date with support
9. Attend date, keeping in mind goals for success (see above)
10. Complete post-date feedback form immediately after each date
11. Discuss feedback, success outcomes and areas of improvement with matchmaker
12. Arrange a 2nd and 3rd date ... (Repeat steps 9 & 10)
13. Proceed as appropriate eg unlock a new match OR dating coaching (less than 10 success points) OR allow relationship time to develop.



Looking forward to matching for you!

xx Sarah Rus

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