

BOUTIQUE
MATCHMAKING

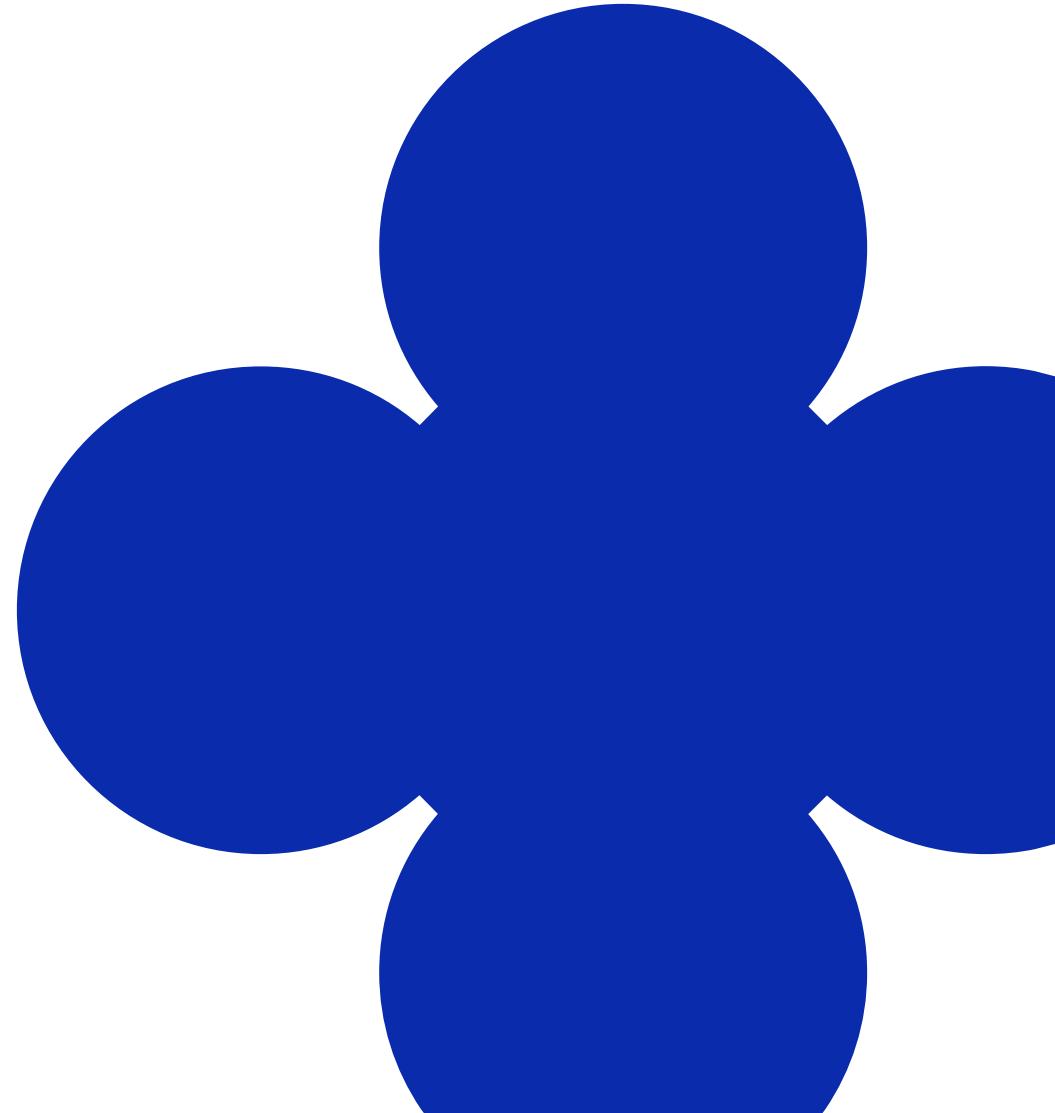
FOX Webcast

How to Meet “the One” in a Digital World

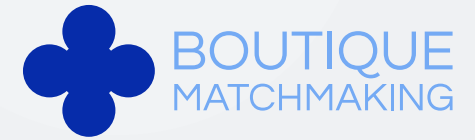
April 25, 2024

Presented by Cassindy Bierhaus & Shannon Lundgren

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Who We Are



We are seasoned matchmakers bringing a track record of success in matchmaking, expertise working with high net worth individuals, corporate backgrounds, and share personal values of family, hard work and integrity.

We came together to form Boutique Matchmaking as a trusted resource and partner with the Family Office Exchange.



Cassindy Bierhaus

Co-Founder & Partner

- Former investment banker and ranked equity analyst at Goldman Sachs and JP Morgan Securities
- Founder of Ancient Wisdom || Modern Love since 2016
- Wellesley College
- Married for 25 years - devoted Mom of 3 teens

Fun fact: She caught the matchmaking bug serving as the social chair for her college blind-date mixer where she matched over 100 students from prestigious New England colleges.



Shannon Lundgren

Co-Founder & Partner

- Formerly worked as a senior executive at Wells Fargo
- Founder of Shannon's Circle Matchmaking which has been in business since 2012 serving high-net-worth individuals. (Check out the Yelp and Google reviews!)
- Harvard MBA, UC Berkeley BA in Business
- Married for 17 years - devoted Mom to a teenage girl

Fun fact: Shannon asked Warren Buffett for a job and he said yes! She worked in his businesses in Omaha for 5 years after HBS

What You'll Learn Today

In this masterclass you'll learn how to meet "the one" in an increasingly digital world



Dating today

How it's different and how to be successful



How to put your best foot forward on dating apps

We will show you how to put your best foot forward in the modern dating world to attract the singles you'd like to meet.



How to use dating apps safely and effectively

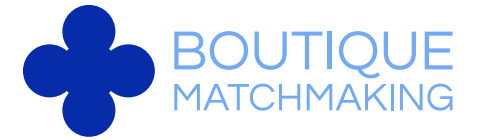
You'll learn how to leverage dating apps to your advantage so you can use them in a safe and effective way.



How to meet like-minded singles

How do you meet like-minded singles in real life? We'll share various strategies to meet singles on your own.

How is Dating Different in 2024?



Modern Love - The bar is higher

Singles are looking for their soulmate, confidant, and best friend.



Dating apps are the new "meeting" channel

Dating apps are the new norm and bring forth opportunities and challenges.



Social Circle dynamics and post-pandemic trends impact dating opportunities

Social Circles shrink. After college, many see their friends get married and focus on family and career.

The shift to remote working has reduced opportunities for interaction, friendships, parties, social events and a regular social life.

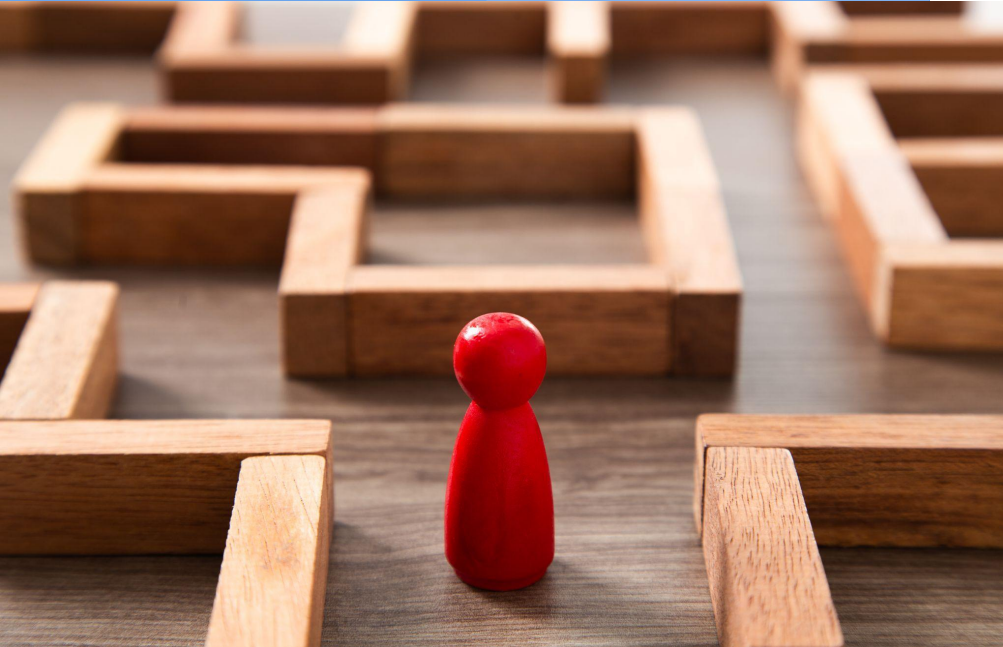
If you don't know where
you're going, any road will get
you there



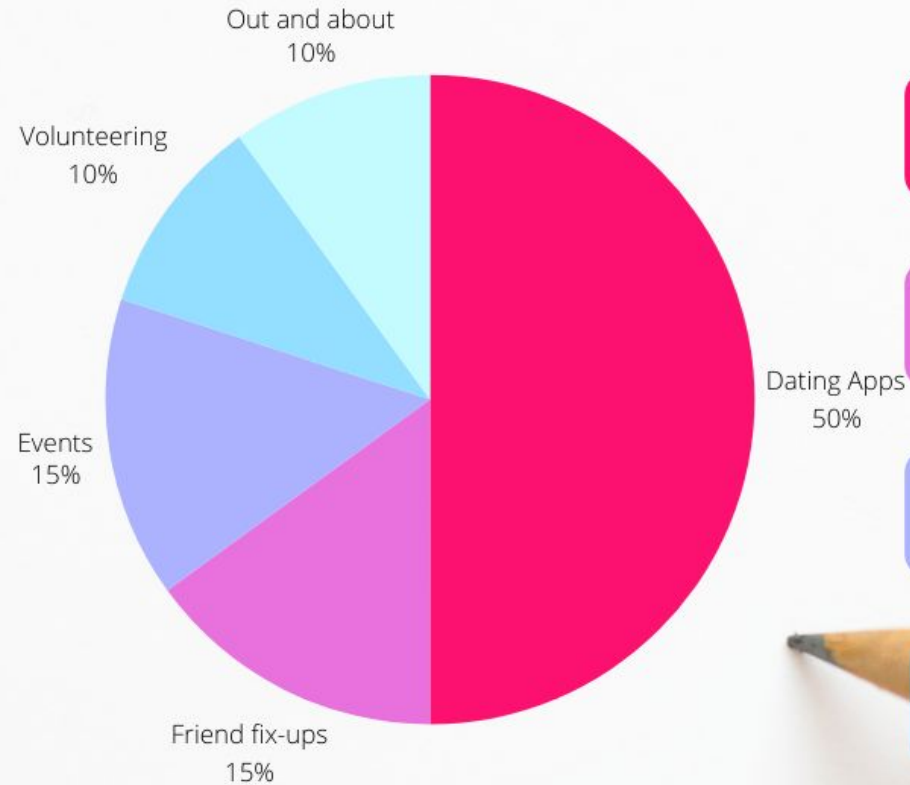
CHESHIRE CAT - LEWIS CARROLL

Who is “the One” for you?

- Values
- Personality
- Geography
- Lifestage (career, children) & Lifestyle
- Education background
- Hobbies / interests
- Activity level
- Relationship history



Embrace a Portfolio Approach



DATING APPS

FRIEND FIX-UPS

SOCIAL EVENTS

VOLUNTEERING

OUT AND ABOUT

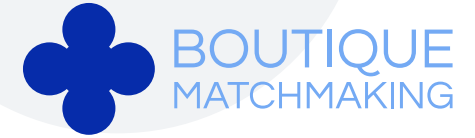
Your Dating Portfolio



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Dating Apps: How to Be Effective and Safe

Background on Dating Apps

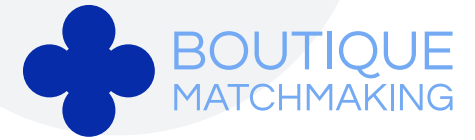


There are over 7,000 dating apps

Tip: Select 1 or 2 dating apps to get started

- **Major Ones:** Match.com, Hinge, Bumble, Tinder
- **Niche Sites**
 - Age: Ourtime
 - Religion: JDate, ChristianConnection
 - Height: Tallsingle
 - Gender preference: Grindr
- **Special Features:** Bumble only allows the woman to initiate contact

Dating Apps: Opportunity and Risk



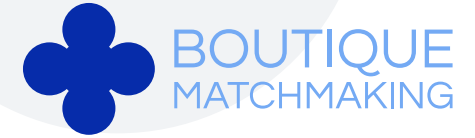
Advantages

- Access to singles everywhere
- Don't have to get dressed up to meet singles
- Anonymity
- Allows you to meet singles you otherwise would never cross paths with in your daily life.

Challenges

- Paradox of choice
- Lots of swipes, few connections
- Anonymity allows for ghosting and poor manners
- Profiles often don't match reality (i.e. age, height, dated photos)
- Time consuming!
- Scams and fraud abound

Tip #1 Good Photos



- Aim for 3 good recent photos
 - 1) Recent headshot (main photo)
 - 2) A full length shot
 - 3) A photo of you enjoying a hobby or passion
- Photos are clear, good resolution and have good lighting.

Photo Do's & Don'ts

DO

- Warm smile. Good quality headshot
- Outdoor shots



DON'T

- Wear sunglasses
- Include others in the photo or crop them out



Photo Do's and Don'ts

DO

- Share a full length photo
- Showcase a passion of yours/ active shot



DON'T

- Use blurry photos
- Post photos with you and your fish (or car)



Best Photo Practices for Men

Smile without teeth

You're **43%** more likely to receive a like.¹

Look ahead

You're **102%** more likely to receive a like.²


Stand alone

You're **11%** more likely to receive a like.³

1. Compared to male photos smiling with teeth
2. Compared to male photos not looking at the camera
3. Compared to group photos for men

Hinge

Best Photo Practices for Women



Wear hair up

You're **27%** more likely to receive a like.¹

Smile with teeth

You're **76%** more likely to receive a like.³

Look away

You're **74%** more likely to receive a like.²

Stand alone

You're **69%** more likely to receive a like.⁴

1. Compared to female photos with hair down

2. Compared to female photos looking at the camera

3. Compared to female photos smiling without teeth

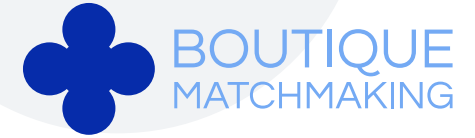
4. Compared to group photos for females

Best (and Worst) Photo Practices



Hinge

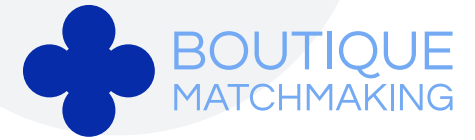
Tip #2 - Create an Engaging Bio



Bio length on apps vary. Some guidelines:

- **Strive for 75% about you - 25% about what you are looking for**
- **Be specific. Instead of “I travel a lot” and “like to hike”, say “I just returned from a hiking trip in Peru”**
- **Be authentic. It should feel like it describes the unique you**
- **Include: What you are looking for, Who you are, Your values, Future Relationship Goals.**

Creating Your Profile



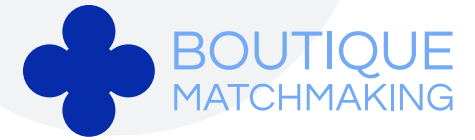
DO

- Be authentic
- Showcase your top values, hobbies and interests
- Highlight your relationship goals - casual dating, friendship, long-term monogamous relationships
- Use flattering photos of yourself

DON'T

- Share your first name, schools you attended, or where you work. You want to protect your identity
- Lie about your height, age, or physique. A dating app stat: 80% lie on the dating apps, so be aware.
- Don't use dated photographs or filtered photos that enhance your looks

Tip #3 - Engage Effectively



Remember what you want in your future relationship. Have handy the key qualities you are seeking and your deal breakers.

For example:

Qualities - intellectually curious, fun, active

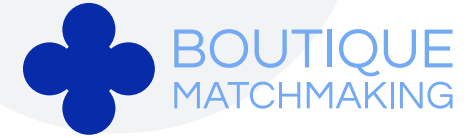
Deal Breakers - Doesn't want kids, smokes, lives over 50 miles away

Your Daily Online Dating Ritual

- **Set aside 20 minutes a day to review new profiles**
- **Select profiles that align with most of your criteria**
- **Manage your inbox/ messages.**



Manage Your Dating App Chats



- **Proactive:** Initiate timely messages with those you are interested in.
- **Engage:** Say something positive and ask them a question.
- **Manage:** Chat with up to 4 people at a time.
- **Safety:** Keep all the communication on the dating site/ app.
- **Prioritize:** Don't continue to engage with people who are not a good fit.
- **Meeting:** Suggest to meet after a brief exchange of chats. Avoid prolonged chats for weeks.

Ask Good Questions

Avoid chats like “Hey”, “How are you?”, or “You have a great profile”

Instead, show interest by asking:

- I see you like 80’s classic rock. Do you have a favorite artist or song?
- You mentioned you love to travel. What was one of your favorite trips?
- We share a love of jazz and sushi. Where do you like to listen to jazz?



Tip #4 - Be Safe!

DATING SCAMS

52%

Have encountered it on the dating apps

[SOURCE: PEW REPORT 2023.](#)

Scam Strategies

Online dating scams work because the criminals are experts who practice their craft. Their intention is to connect with you and establish an online relationship fast by appearing genuine and endearing.

How do they work?

They create fake profiles and use photos they find online to convince you of their attractive appearance.

Who do they target?

Everyone is at risk of being targeted yet they most frequently target people who are over 55.



What are the Top Scams?

- Catfishing
- Overseas romance scam
- Photo scams
- Inheritance scams
- Phone number scams
- Two-factor authentication scams
- Financial fraud
- Extortion
- Malware scams

Top Safety Tips

- **Protect Your Personal Information:**

- Do not use your name in your profile, not even in your username.
- Do not share your phone number with anyone until after you meet. (use a Google Voice #)
- Do not send anyone money or share your personal information

- **Stay on the dating site/app:**

- Keep all of your communication on the dating site/ app
- Explore using incognito mode on your chosen dating site/ app

- **Screen:**

- Avoid profiles that have very little information, no photo or are vague
- If a profile seems too good to be true, it probably is. Trust your gut

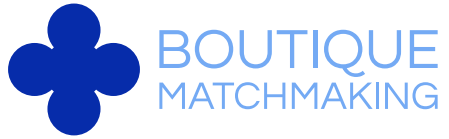
- **Meeting Safely:**

- Meet in a public place.
- Be sure to tell a trusted friend of your plans.
- Do not accept a ride to/ from until you know someone well.



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Meeting Singles In Real Life



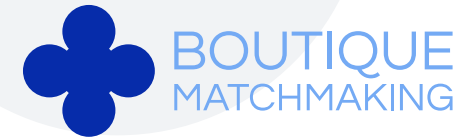
Ways to Meet Singles in Real Life

For Active Types

- **Hit the slopes** - apres ski, events, festivals, semi-private lessons
- **Step out on the golf course** - clubs host happy hours, golf clinics, galas, good male to female ratio
- **Fitness Classes**- Pilates, yoga, high intensity interval training (HIIT)
- **Pickleball & Tennis** - Great opportunity to meet enthusiasts
- **Organized hike** - local alumni groups and meet-ups



Ways to Meet Quality Singles



- **School Alumni Clubs** - Many colleges have terrific alumni activities.
- **Travel Clubs** - For avid travelers, many colleges offer curated travel packages to Antarctica, as well as private tour programs.
- **Sports Events** - Join a tailgate/ group gathering or local sports bar for football, soccer, baseball
- **Local Venues** - Look out for your local bar /restaurant to host a "Trivia Night" or Singles mixer



More Ways to Meet Quality Singles

- **Volunteering** - There are so many ways to give back to our community. Pick ones that have group activities. It's a great way to meet other like-minded professionals.
- **Charity Events** - Many groups have events and galas which can have a cocktail hour with a silent auction providing even more opportunities to mix and mingle.
- **Lectures/Author Readings** - Having an open and curious mind is a great way to meet others. Many universities host lecture series. Or find local speaking events - World Affairs Council, et al. Some of these events have a social period afterwards.



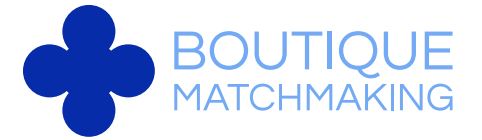


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Matchmaking



The Matchmaking Solution



Singles know their time is precious and seek a discreet, curated and efficient solution



Saves You Time

Online dating takes time, and many singles don't have time to spend swiping or go on lots of dates that aren't a strong fit.



Curates Your First Dates

A matchmaker hand-picks a client's matches. A good matchmaker will vet them carefully to make sure they are a strong fit with a client's values, lifestyle, personality and relationship goals.



Provides a Strategy and Coaching

Sometimes it just takes a little tweak to improve one's first date impression. Matchmakers get feedback from a client's first dates to provide strategic coaching to help their client put their best foot forward.

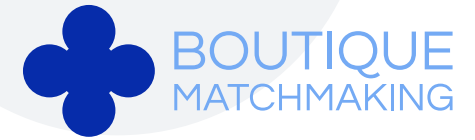
Selecting Your Matchmaker

- **Reputation, Experience and Track Record:** Look for a matchmaker with a solid reputation and a proven track record of success, particularly within your demographic. Review client testimonials, success stories, and their career path.
- **Understand their Service:** What is their niche? Database size? Do you get to see photos of your match or is it blind? What is the first date process? Do you get input on who you meet? Who will be your day-to-day matchmaker? Is coaching included?
- **Personalized Approach and Compatibility:** Pick a matchmaker that aligns with your values, prioritizes personalized attention and takes the time to understand your desires, values, and goals for a relationship.



The first and most important Match is with your Matchmaker

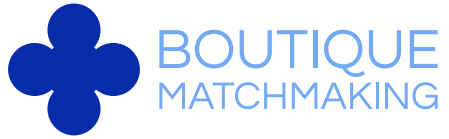
We Can Help You Find “The One”



Your Matchmaking Partner to...

- Curate quality, vetted dates
- Save you precious time
- Maintain your privacy & confidentiality
- Guide you along the way
- Help find “the one” for you





Take Action

Get clear on your future relationship

- Values, lifestyle, lifestage, and personality

Choose how you want to meet singles

- Define your dating portfolio

Take action

- Dating apps
- Expand your circles
- Matchmaking

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Questions?



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We bring a track record of success in matchmaking, expertise working with high net worth individuals, experience working in corporations, and our own personal values of family, hard work and integrity.