



LOVE CONNECTIONS MATCHMAKING



TRADITIONAL DATING CLUB

AN ONLINE DATING COMMUNITY FOR THE
MODERN DATER WITH TRADITIONAL VALUES.

WWW.TRADITIONOLDATINGCLUB.CO.UK



LOVE LESSONS LOVE LIFE COACHING

WWW.LOVELESSONSGLOBAL.COM

A FAMILY OF BRANDS



SALE OF A FAMILY OF BRANDS



CONTACT:

SARAH@SHUSHCONSULTING.COM

WWW.SARAHLOUISERYAN.COM

Hey there,

Thank you for taking a look at my brands as you consider your next chapter of entering or expanding in the dating industry. Love Connections Matchmaking and Traditional Dating Club are two brands available for purchase.

One brand was founded by myself and the other was acquired by myself as part of a growth and diversification strategy but always with the ultimate goal in mind of helping people find, build and deepen loving relationships. I have also included Love Lessons coaching as part of the 'family of brands' as I would also consider either an individual or company acquiring this brand as part of their growth or expert positioning.

A little about me and the brands - I have worked both internally and consulted externally for dozens of brands in the offline dating space on a global scale since 2011. The brands I have worked with have had goals to diversify, expand, reposition, scale or arrive at the point of a company sale. My experience has been in the areas of matchmaking, events, and coaching, and so, there are elements of all of these three pillars within the brands available for purchase. My expertise in the dating industry sits in PR, branding, expansion on a nationwide or international scale, diversification, niching, and B2C marketing & communications. With that said, I could potentially also be available for consultation in the cross-over period to support the buyer(s) as they enter or expand in the market, this is upon negotiation only.

The reason for sale is that I am ready to embark on the next chapter working 'on' rather than 'in' my other matchmaking agency Tailor Matched which brings singles together based on sexual, emotional, and intellectual compatibility. This company is a niche in the market and is experiencing exponential growth with no signs of slowing down, it excites me greatly. I would like to invest more time to support the TM team to enable international market entry and free up capital to allow for scalability.

I am also planning on completing my qualifications to become a certified Relationship Counsellor helping couples reconnect and would like to free up capital, time, and energy to be able to actualize the goals of setting up private practice in the next chapter. I plan to stay in the dating and relationship space for another decade and would love to see each of these brands either go to multiple dating industry entrepreneurs or one extremely enthusiastic entrepreneur who has as much passion, dedication, and determination to support singles, and also to diversify, in the dating space as much as I have.

Below is a synopsis of the opportunity of each brand for your consideration. Please let me know if you would like to set up an initial 30-minute zoom call by contacting me via email at sarah@shushconsulting.com.

Much Love,

SARAH LOUISE RYAN

DATING INDUSTRY EXPERT & STRATEGIST

WWW.SARAHLOUISERYAN.COM

LOVE CONNECTIONS MATCHMAKING

BRAND CONTACT DETAILS



020 3886 0092



HELLO@LOVECONNECTIONSGLOBAL.COM



LONDON & GLOBAL



WWW.LOVECONNECTIONSGLOBAL.COM

STATS OVERVIEW

- MATCHMAKING DATABASE - 262
- LONDON MEETUP EVENTS - 1029
- MANCHESTER MEETUP EVENTS - 1126
- NEWSLETTER - 1000
- FACEBOOK FOLLOWING - 1,126
- INSTAGRAM FOLLOWING - 1974

MARKET POSITION

- DIGITAL DATING - ACCESSIBLE
- STAYCATIONS - MID MARKET
- MATCHMAKING - HIGH END - FEES STARTING AT £4K GBP

OPPORTUNITY

EVENTS, STAYCATION & HOLIDAY
EXPANSION - 40 ENQUIRIES IN 2022

MATCHMAKING DATABASE GROWTH

WORKSHOPS AND DATING ADVISORY

REBRAND TO NICHE - EG HINDU
CONNECTIONS, JEWISH CONNECTIONS,
REFINING UK TARGET MARKET

TO GROW THE DIGITAL DATING ARM

MISSION STATEMENT

Love Connections are an exclusive introductions agency based in the UK operating locally, nationwide, and globally for single professionals who value meaningful monogamy and who want to get offline and get connected. Our Connections Community work with us on a personal level sharing their relationship goals, values, and lifestyle with the aim to meet someone romantically who mirrors the same.

ASSETS FOR SALE

- MATCHMAKING BUSINESS MANAGEMENT HUB (A-Z OF MATCHMAKING AT LCG)
- MATCHMAKING DATABASE
- MEETUP EVENTS GROUPS
- SOCIAL MEDIA ASSETS
- STAYCATION / VACATION ENQUIRIES & BROCHURES
- WEBSITE / ONLINE SHOP FRONT
- NEWSLETTER DATABASE

DEMOGRAPHIC

The range of those who join LCG matchmaking community are aged between 35 and 47. They identify as heterosexual and are looking to meet other singles who are either ABC1 or close to. They are global jet setters with great careers, businesses, passion projects and community initiatives. They have high disposable income and seek to invest their downtime in travel, fine dining / dining out, fitness hobbies and challenges and UK exploration with friends and family. The average stated income is £100k

They come to Love Connections because they are seeking to move away from the term "dating" and they want to get offline and get connected with romantic potentials via professional matchmaking.

Often they are bankers, solicitors, entrepreneurs, corporate level, directors and business owners who do not want to see their clients on dating apps and seek confidentiality for themselves. Often they express not wanting to leave a digital footprint or they don't want to sink time with other singles online who do not have the same intentions as them and they are not aligned.

Our community members seek introductions, they do not seek coaching. They are also open to weekends away which we call Staycations, high quality matchmaking events and digital dating which we developed during the pandemic.

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BRAND CONTACT DETAILS

✉ HELLO@TRADITIONALDATINGCLUB.CO.UK

📍 SURREY, LONDON & UK WIDE (INCLUDING
SCOTLAND & IRELAND)

🌐 WWW.TRADITIONALDATINGCLUB.CO.UK

STATS OVERVIEW

- ALL TIME HITS 551,233
- HOME PAGE - 22,000 VIEWS MONTHLY
- FB PAGE - 4,962 PPL LIKE THIS
- NEWSLETTER - 700
- INSTAGRAM - 1,808
- ACTIVE MEMBERS - 739
- LAST 3 YEARS - 5,203
- DECLINED - 3,405
- SUBSCRIBED ALL TIME 5,195

MARKET POSITION

- ACCESSIBLE

MONETISATION POTENTIAL

APP BUILDING

AD SPACE MONETISATION

LINKING PODCAST / BLOG ON
HOMEPAGE FOR EXPERT POSITIONING

SUBSCRIPTION MONETISATION

EDUCATIONAL EVENTS

ONLINE WORKSHOPS

SPEED DATING / OFFLINE DATING
EVENTS

SUPPORTIVE DATABASE FOR AN
ESTABLISHED DATING AGENCY

USP & BRAND VISION / MISSION

A dating site created as a social initiative for those who value traditional dating etiquette in the form of monogamous, heterosexual connections based on morals, manners and chivalry. This community is highly engaged and do 'online dating differently'. The calibre of clientele is aligned with those in the matchmaking space who want to enjoy old school courtship and dating offline. All profiles are vetted by human beings and so it's quality over quantity in the TDC community.

ASSETS FOR SALE

- ONLINE DATING DATABASE
- NEWSLETTER DATABASE
- WEBPAGE / DATING SITE WEBSITE - 22K HITS MONTH
- INTELLECTUAL PROPERTY - EG BLOG

OPPORTUNITY IN MORE DETAIL

This dating site was founded as part of a social initiative and so the opportunity to monetise for the new owner is huge. Considering the engagement from the community there is potential to drive revenue via linking a podcast, creating paid educational workshops online, selling advertising space, creating a subscription model, advertising matchmaking or cross collaborating with an already existing database such as a matchmaking company or selling tickets for London based speed dating or social events for the singles. There is so much potential for this brand and

DEMOGRAPHIC

The TDC community is spread across the UK, including England, Scotland and Ireland with a high concentrate of members in London, Surrey and the surrounding areas. Age ranges are extremely varied from ages 25-60 with a high concentrate towards the older end of the bracket due to the USP being around morals, manners and traditional dating. The community are seeking a seriously committed romantic relationship and do not seek to be part of hook-up culture or swiping. They like the ethos of what we do and are highly responsive to each other, to our team and to the personal vetting process provided by human beings - there's no algorithm here. They would be open to workshops, in person events, escapes and coaching.



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WORLDWIDE

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VALUE PROPOSITION

Love Lessons is a platform that was originally set up to coach singles to confidently find, build and deepen loving relationships. However, over recent years it has also gained traction for my expertise as a dating and relationship expert. As such, it has operated as more of a dating expert brand positioning which has worked with incredible partners in the dating industry which has also been financially fruitful.

ASSETS AVAILABLE

- WEBSITE / COACHING SHOP FRONT
- NEWSLETTER DATABASE
- DOMAIN - TOP OF GOOGLE PAGE 2 (WITH A LITTLE BOOST WOULD BE ON PAGE ONE)

OPPORTUNITY & MY OFFERING

Love Lessons receives enquiries from singles, couples and from brands that want to work with a reputable dating and relationship expert. This website has elevated my positioning in the dating industry over the last 3 years. I have received direct enquiries from journalists, media outlets, producers, brands and of course from singles and couples.

This brand is available for someone to acquire if they would like to take the family of brands. Or, if someone would like to purchase this website as a way to elevate their professional / personal brand positioning in the dating industry, I am open to offers and would also be delighted to support the person purchasing with their brand positioning as part of website sale.



THE NEXT STEPS

LETS CONNECT

I'm thrilled to have heard from many of you looking to enter, grow or expand in the dating industry and would love to see these brands go to dedicated new homes in the dating industry. If you would like to know lots more then please drop me an email and let me know which of the brands you would be interested in acquiring and we will go from there. Some people have expressed interest in all brands and others have expressed interest in a particular brand as part of their strategy or offering.

Please email sarah@shushconsulting.com

LETS EXPLORE MORE

Once we have reconnected via email, I would love to say hello to you and hear your dating industry plans. Equally, this will be an opportunity for you to get to know more about the brand(s) in the family that are of interest to you.

It's important for you to know, for full transparency, that these brands are part of a collective and so I won't be selling companies per se, they are brands and so you would go ahead to set up a company or merge them into an already existing company as part of growth strategy.

OPEN TO OFFERS

I do have a figure in mind for the family of brands as a whole but am open to offers and negotiation to ensure the best outcome for all stakeholders in the sale. Consultancy and support from me is also available at an extra fee to run any of the brands as you position, reposition or enter the market.

Looking forward to hearing from you.

Much Love,
Sarah x

SARAH LOUISE RYAN
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