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Women over 35: how to find a hubby

By Bill Husted, Denver Post Columnist

Rachel Greenwald is the wife maker.

In September, her book "Find a Husband After 35 Using What I Learned at Harvard Business School" hits the shelves like a ton of bricks. Expect to see a lotta copies floating around.

Greenwald was given a jaw-dropping advance from Ballantine Books. She's already booked for a "Today" show appearance and the September issue of Oprah magazine features the how-to-er.

She's been preaching the course at Colorado Free University for years - and finally put it into book form. Yes, she did graduate from Harvard B-School - and it was all private, preppy and smart before that at Graland Country Day, Kent Denver and Wellesley.

"It's a 15-step action plan," she says, sounding very businesslike. "There's a crisis in America. Twenty-eight million women single over 35 and only 18 million single men over 35."

Her Harvard-toned advice includes casting a wider net, branding and telemarketing.

Look for for a type that may be different from what you have always looked for.

Create a personal brand for yourself. Identify what makes you different, make it a unique package so that you stand out. "A product without a brand is like designer jeans without a label," Greenwald says.

Make a list of every person you know and call every one of them to ask them to fix you up.

"People don't like that step, but it seems to work," she says. Call 200 people, you end up with 20 dates - qualified people who have been vetted by your friends. (That's a good thing?)

This book isn't for women like Gloria Steinem who said, "A woman without a man is like a fish without a bicycle."

Greenwald concurs. "This is for women whose No.1 priority is marriage to a wonderful man."

