

# New York Daily News

## The Business of Love

### A new self-help book shows women how to use MBA strategies to become an MRS.

BY JOYCE COHEN  
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Over 35 and unwillingly single? Rachel Greenwald wants to help.

Her new book lends legitimacy to the husband hunt by invoking her Ivy League education. Its tantalizing title: "Find a Husband After 35 Using What I Learned at Harvard Business School" (Ballantine Books, \$22.95).

The theme: To marry someone wonderful, first you must meet him. So, in a difficult buyer's market, create an ultra-desirable product - you! - and shop it around relentlessly to likely customers.

Ask for fix-ups. As many as you possibly can. Your only criterion: "Someone wonderful."

Augment this with "online marketing" (Greenwald's term for Internet dating) and plausible reasons to approach desirable men.

If you fail with "direct mail" - a nice card with a personal note emphasizing your wish to meet someone wonderful - you progress to "telemarketing": a friendly, tactful phone call to everyone you have ever known.

"Women usually say, 'Do you know anyone to fix me up with?' and that's the end of it," says Greenwald, who also runs seminars and counsels clients. "You need to ask in the right way, in a different way: 'Do you know anyone in your photography class, in your husband's poker group?'"

These tactics seem extreme, but Greenwald insists they're better than staying single.

"Sure, there are people who might be put off or think it's weird," she says. "What's the alternative - to sit home and wait for fate to knock on your door?"

#### **Romance 101**

Business principles can be applied to matters of the heart, agree psychology professors who study dating behavior.

"A marketing approach makes some sense," says Prof. Stanley Woll of California State University at Fullerton. "Too many people don't see it as a competition," he adds, nor do they consider "how they come off to others."

Certainly, some of Greenwald's advice is tried and true (and commonly found in self-help books). "The more widely you cast your net, the more likely you are to find somebody," says Woll.

Such overt hubby-hunting can smack of desperation, warns Prof. Charles Hill of Whittier College in California. Fix-ups often fail because "people are self-conscious about being evaluated romantically, and that makes it an awkward interaction," he says.

Nonsense, says Greenwald, who lives in Denver with her husband and three children.

Desperation or embarrassment are all in your head. "Your choice is pride or happiness," she says. The go-for-it approach is "a screening mechanism for men not looking for a serious relationship."

Within 18 months, about half her clients are married or engaged, she says.

After six months, that still hasn't happened for Debra, 49, a client from New Jersey who was too embarrassed to use her full name. But she remains encouraged.

"Rachel's approach is clear, systematic and motivating," she says. "I regard her as a cheerleader. There are times I feel I can't take one more rejection, and am sick and tired of doing this. She reminds you the result is worth it."

Greenwald will conduct a seminar at the 92d Street Y on Sept. 25; go to [www.92y.org](http://www.92y.org) for more info.

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## **How to conduct an exit interview**

Rachel Greenwald is a big advocate of getting feedback.

So much so that she advises an "exit interview": After several months, a disinterested third party calls guys you liked and asks why they never called back.

While it sounds crazy, Greenwald estimates that 70% of men, if approached tactfully, will engage in conversation. Half of those will offer a constructive comment.

However, psychology professors say it's unlikely that men will be forthright about your shortcomings.

"Expecting total honesty is naive," says Prof. Abraham Tesser, who defined the "mum effect," whereby people withhold negative information from the subject. "The things they hold back might be the most valuable."

Emphasizing the wish for brutal honesty could help, says Tesser, who's retired from the University of Georgia at Athens. It could help to seek replies by E-mail, a medium known for its disinhibiting effect.

Prof. Charles Hill of Whittier College in California is more skeptical. "I can't imagine any guy responding," he says. "Guys are not used to analyzing relationships and disclosing about them, even in the context of research."

Greenwald provides a nonthreatening script in her book and insists the technique works: "This is unique. Men are intrigued."

Debra, her New Jersey client, conducted an exit interview of her own. "It was hard to do but informative," says Debra, a divorced single mother. One former suitor said she always seemed frazzled and rarely had time for him.

The most common theme among men who gave exit interviews, says Greenwald: "She wasn't feminine enough. She came off as intimidating, bitter or aloof. The men would rather hire her as their lawyer than date her."

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