

# Rocky Mountain News

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By Rachel Brand

## A dating portfolio for single women age 35 and older

### Author urges taking a business approach to finding a husband

Single women over age 35, it's time to expand your portfolios.

We're not talking stocks and bonds. We're talking men.

Dating a lot of men is one piece of advice from Denver dating diva Rachel Greenwald in her new book, *Find a Husband After 35 Using What I Learned at Harvard Business School*.

Five years ago, Greenwald launched a dating business, [www.findahusbandafter35.com](http://www.findahusbandafter35.com). The happily married mother of three applied the same principles she learned marketing Evian Water to singlehood.

Her approach brings new meaning to terms like "product marketing." Under her program a woman is a "product" to be marketed; her social life is a "strategic plan" to be implemented.

Why such a hard-headed approach to love?

"The search isn't romantic," Greenwald said over a pizza lunch last week. "I think it's just practical."

Greenwald met her husband 11 years ago using a technique she calls "event marketing." She threw a party of handpicked guests, otherwise called a "strategic networking event."

Feminists criticize Greenwald for approaching women as objects. That's not the point, contends the author, who calls herself post-feminist.

"It's a crisis," Greenwald says.

There are 28 million single women over age 35 in the U.S. and just 18 million men, according to census figures. These women, Greenwald says, as if speaking of orphans, are the "lost Cinderella generation."

"They broke the glass ceiling, but they broke their glass slipper as well," she says. "When you start talking to these women who are single and find out how much they want to get married, it's very painful."

But aside from occasional moments of sympathy, Greenwald has little patience for always-the-bridesmaid brooding.

Instead, she is quick to deliver an espresso shot of practical advice telling women how packaging, branding, mentorship and marketing can lead them to the altar in 12 to 18 months.

"I'm the last stop on the subway line," she says. "I don't want to hear why you are still single, why you don't trust men. I'm all about action."

In a chapter titled *Packaging*, she tells readers to measure their appearance on the "Dow Jane index." That involves the mildly humiliating act of soliciting honest feedback from six friends, then acting on it.

Later, she advises readers to use three personal attributes to create a catchy, individual brand.

Your brand comes in handy for online marketing, telemarketing and event marketing, which mainly involve asking everyone you know to set you up on a date.

These days, Greenwald, 39, is a model of modern motherhood.

Between shuttling her children to chess, tennis and soccer lessons, she runs a consulting and coaching business from home.

She's accepting no new clients.

"My most important clients being my three small children," she said.

Her book will be in stores Sept. 16, and she's scheduled for television appearances.

The majority of her clients were married within a year, she says, but refuses to give out statistics.

"I'm dealing in the intangible, unquantifiable area of love."

## **Hunting tips**

- Package your assets
- Develop a personal brand
- Leverage niche marketing
- Use direct mail and telemarketing
- Establish a husband- hunting budget
- Hold quarterly performance reviews

*Sources: author Rachel Greenwald, [www.findahusband after35.com](http://www.findahusbandafter35.com)*