Find a Husband After 35 Using What I Learned at Harvard Business School

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A Harvard MBA shares her revolutionary program for using marketing tactics to find a husband after age 35.

This is "Marriage 911"! For many single women over the age of 35, the rules for finding the right mate have changed. There are fewer eligible men and fewer opportunities to meet them. Now successful dating coach Rachel Greenwald shares her proven fifteen-step action program (simply referred to as "The Program") based on the marketing tactics she learned at Harvard Business School. These innovative tactics will empower any woman to find a husband quickly and efficiently—and not just any husband: a wonderful husband.

In her bold, no-nonsense style, Greenwald tells women how to **package** their assets, develop a **personal brand**, leverage **niche marketing**, use **direct mail** and **telemarketing** to get the word out, establish a husband-hunting **budget**, and hold quarterly **performance reviews** to assess the results. She also shows women how to use these strategies in the new world of online dating and how to avoid common pitfalls. Greenwald's fifteen steps form an incredibly unique and effective plan for a woman who wants to jumpstart her dating life and enrich her portfolio of potential husbands.

Learn the answers to the following questions: What are the unique dating issues for women after 35 and how do I handle them? What are the small decisions I make daily that have an impact on my chances of meeting men? What is the "Date/Sex Rule"? What is the one thing I should never say to a man on a first date?

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