



Why Do You Love Your Business? Week of Sunday, May 26th

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Being in love is great. Being in love with your business, when you're an entrepreneur, is even better. Waking up each morning knowing you are getting to do exactly what you love is more than most people could ever say about any job they have had. Although there are days when tossing in your hat seems like a viable option, remembering how much you love your job can quickly snap an entrepreneur out of that mentality. Different business owners also have different reason why they love their business. It might be the products or the customers they deal with, or it could even be the fact that they are the ones in charge of it all. The reasons are as varied as the businesses themselves.

Getting to teach singles how to 'market' themselves

When I took on a job casting for "The Dating Game" I never expected it to have a long term impact on my life. As I got into the dating game myself and went to a matchmaker (that didn't listen to me), I realized that it isn't easy to meet someone because of how dating has changed! After I received my MBA in marketing and branding and unable to find jobs that fit my goals, I realized how much I wanted to help others date. I realized I had learned techniques from casting and my own personal experiences, plus my own business background. I knew that creating my own dating service to "revitalize people's social lives" was the best way I could show people that there is no way to meet people. With people not knowing how to "market" themselves, I knew that it's not just about meeting someone, it's about understanding what you are ultimately looking for in your life. Our services show that marriage is not the only way to prove success.

Thanks to Stefanie Safran, [Stef and the City](#)



Photo Credit: Stefanie Safran