

Single & ready to mingle? Meet dating coach & matchmaker, Cat Cantrill!

By **buraeraidris** -



"I do not allow them to exchange phone numbers until after the second date because I believe texting can kill connection." Image Credit: Everyday Iowa

Cat Cantrill says matchmaking and dating consultancy is more relevant than ever, many in today's digital world feel disconnected and are unable to form authentic relationships. She talks about her methods and the many unusual requests!

Q) Can you tell me a bit about yourself?

A) My name is Cat Cantrill, I am 50 years old, from Arizona, USA. My hobbies include CrossFit, podcasting, interior decorating and baking. I also love to read anything about love, relationships and dating. Right now, I am reading *"Maybe You Should Talk to Someone"* by Lori Gottlieb.

Q) How did you get into matchmaking/dating consultancy?

A) Long story short, I graduated from college and married very young then found myself divorced in my thirties with 2 small children. I always have this joke that when you become single nobody hands you a pamphlet of here is how to date so I threw myself in the trenches of it.

I was working a corporate job and running my dance studio at night when I decided to go online dating, and met my now husband. The women at my studio saw me falling in love and started to approach me wanting help and I began coaching them.

The world began opening up post the pandemic and when you're a connector, people are just naturally drawn to you. People asked me "Oh you are a dating coach, were you a matchmaker too?" So, I got my matchmaker certification and announced my business, 'The Heart Agency.'



Q) Does this concept still thrive in today's world?

A) Yes, more than ever before. In fact, this industry has boomed because of the digital world and online dating. People feel so disconnected and can't seem to figure out dating so reaching out to matchmakers helps them find people in real life.

Q) What does it entail?

A) Sometimes, it is magic. It is who do I think could possibly be a good fit for a client. Then from there I go into my database, often it is social media and also contacting other matchmakers. I conduct between 60 to 90-minute interviews asking the potential date what their childhood was like? What are the things that excite them? What are they passionate about? I also send a series of personality tests.

Then I meet with both of them, set up the match/date, they show up and then after the date they get a survey and then I hop on a call with both of them to talk.

I do not allow them to exchange phone numbers until after the second date because I believe texting can kill connection.

Q) What are people's reactions to your work?

A) Mixed for sure. Curiosity by far. And all people know about matchmaking is what they see on TV. When I tell people that I am a matchmaker, they say "You really match people for a living?" Their response either is "Oh, that is cool" or if they are single, they say, "Stay away from me."

Q) What is the most unique/unusual request you have received from a client?

A) You get the typical, asking for people that are way younger or are super wealthy but one thing kind of broke my heart that I had to say no to and ethically just could not do. I had an older gentleman who came to me whose wife was admitted to a home for dementia. She did not know who he was anymore.

He was very lonely and came to me in hopes of being matched to somebody for companionship while he was still legally married. My heart went out to him but it just didn't feel right.