

— ✨ —  
IGNITE®  
DATING



# franchisee PROSPECTUS

[www.ignitedating.co.uk/franchise](http://www.ignitedating.co.uk/franchise)



Are you a people person with a naturally engaging personality? Do you have a real desire to make a difference to people's lives and help them find success in love? Are you commercially minded, motivated to succeed and looking to run your own successful business in an industry worth over £273 million? Ignite Dating offers a unique opportunity with a proven, successful and exciting business model. We provide you with the tools you need to build a lucrative business for yourself within this fast-growing industry to help single people in your area find love.



## Michelle Begy

Managing Director & Founder  
of Ignite Dating Group Ltd

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# Welcome

Ignite Dating is an elite matchmaking and introductions agency working with busy professionals and discerning clients who want to find love in a confidential, secure and safe environment. With extensive experience within the dating industry, our in-house matchmaking team has facilitated hundreds of relationships and marriages over the years and is here to help you with your clients' dating journeys. How we work is quite different to other offline agencies – we pride ourselves on the support we give our franchisees and our multiple award-winning, exceptional client service. We are delighted to be able to share this opportunity for you to be part of our incredible journey. Are you ready to take the next step?

Starting a franchise with Ignite Dating has given me the flexibility to build a successful business around my family. I no longer need to compromise my time and miss out on important events but instead enjoy a healthy work-life balance that fits in with my current commitments. The support and training that I have received from the team has allowed me to set up and grow my business and deepen my understanding of the industry, and I have the tools necessary to get the best out of the opportunity. This, coupled with the support network of industry experts and other franchisees, provides a great platform to share ideas and collaborate and as a result my clients have fallen in love with dating again, enjoying the specialised and personalised service that we offer.

**SAM ROWLAND-JONES, SURREY FRANCHISEE**



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Telephone: 0333 366 0640

# ABOUT US

Ignite Dating specialises in hand-selected personal introductions. Our multiple award-winning service combines a unique mix of Myers Briggs personality profiling, experienced matchmakers, intuition and our extensive private network. Our client base of available ladies and gentlemen boasts successful people from all walks of life; whether in the corporate world, creative industries or academia, all seeking a lifetime relationship.

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# The place to meet the perfect partner

Ignite Dating is here to change the way our clients date. Every client works closely with their own dedicated matchmaker, who will get to know more about them, asking the right questions to gain an insight into what they are looking for in a partner, as well as making recommendations of people who could be a good match. Then, working with our extensive private network, database and affiliate agencies across the UK as well as targeted headhunting, we handpick potential matches based on their lifestyle, aspirations and values.

All our franchisees have excellent interpersonal skills, a friendly and empathetic nature, and a deep passion for helping people. With these natural qualities, together with extensive training in matchmaking from a team with years of experience within the dating industry, they are perfectly set up to deliver this unique service to their clients.



Michelle is an exceptional matchmaker. We first met in December 2018. My marriage of 20 plus years had ended that summer and Michelle understood how difficult it was for me to re-enter the dating world.

She quickly got to know me and within less than two months she had introduced me to the wonderful woman who is now my partner. I would have been lost without Michelle's help and guidance; I will always be grateful to her.

**TIM, 52, CEO. LONDON**

# THE OPPORTUNITY

With lifestyles getting busier and working hours getting longer, single people are finding it harder to find a life partner in a natural environment. The dating landscape has changed dramatically in recent years, and it is increasingly difficult to meet people without spending hours on labour-intensive dating apps that come with an element of risk – but it doesn't have to be that way. At Ignite Dating we take the stress and risk away for our clients, providing a dating journey that leaves them feeling confident and energised in a safe and secure environment.



The UK Matchmaking industry is now worth over £273 million and is predicted to hit £6.7 billion by 2025. Joining the Ignite Dating family allows you to take control of your life and run a successful business that fits around your family and other commitments. With optimum work-life balance and flexibility in mind, the Ignite Dating franchise allows you to run your business your way, with ongoing support and expertise provided by our dedicated team to offer a highly professional and sought-after service in a lucrative market sector.



## ✦ PROVEN BUSINESS FORMULA

At Ignite Dating, we want your franchise to be successful, which is why we work with all franchisees to ensure that you have everything you need to run your business from the start. You will have the opportunity to build a successful business with the training, support and experience of an established brand and proven business formula behind you.

## ✦ EXPERT SUPPORT

We have a highly effective formula for building and growing your business and will support you in all elements of finding new clients and converting their enquiry into a sale. Once they are on board, you will work closely with your clients and with the support of our expert matchmaking team, find and validate high-quality candidates for you to interview and then present as a match.

## ✦ USE OF THE IGNITE DATING BRAND

Under the Franchise Agreement, you will operate using the established and successful Ignite Dating brand processes and systems, including the name, logo and website. This gives you instant leverage and the confidence to go out into the marketplace and get off to a flying start with a highly respected and reputable brand behind you.

## ✦ TRAINING AND ONGOING SUPPORT

We have invested time in developing our Franchisee Training Programme and Operations Manual to give you the tools necessary to run your business efficiently from day one. You will receive full training including everything you need to know about the set up and running of your business at the beginning of your adventure and expert support and training along the way to ensure that you are getting the most out of the opportunity.

## ✦ EXCLUSIVE TERRITORY

Upon joining the Ignite Dating family, you will be assigned a substantial exclusive territory close to you, giving you the opportunity to build a sizeable business over the coming years in an area you already know well.

Following the death of my beloved wife after 32 years of perfect marriage, it took me a long time to accept that she was right and that my life must go on. But at 65, to say I was fearful and very uncomfortable about approaching an agency to find a companion would be a huge understatement. However, the compassion, skill and intelligence that Sam possessed, not only allayed my very considerable fears and discomfort but also created what I think was a perfect and accurate profile of me and a deep understanding of what I was looking for in a partner. With such ability, it should be no surprise that the very first person introduced to me has proved to be a perfect match and as such I have found a happiness which I never imagined I would again have in my life. Sam is in my estimation, a unique insightful and caring matchmaker and from a personal standpoint I am hugely indebted to her.

**MICHAEL, 65**  
RETIRED, BUCKINGHAMSHIRE





# THE FORMULA

## \* WE ARE DISCREET

We protect our clients from the perils of online dating, offering them a confidential service that allows them to avoid the swipe lottery and take the stress and the time-wasting out of their dating journey.

## \* WE ARE HONEST

We cannot achieve the impossible, but what we can do is provide a safe environment for our clients to meet single, like-minded people who have the same lifestyle, values and aspirations as them.

## \* TAILOR MADE

We make no assumptions – we tailor our service to suit exactly what the client is looking for, taking into consideration the qualities, traits and values that are most important to them.

## \* PERSONAL SERVICE

Our clients have access to their own dedicated matchmaker who will be at their side to help guide them through their dating journey, headhunt potential matches and who will offer impartial advice and take feedback on board to ensure that they are being introduced to the right people for them.



The whole experience of setting up an Ignite Dating franchise has been brilliant from the start. The unity and support that I have received has meant that although I am responsible for running my own business, I have never felt alone or isolated like a lot of business owners do when they are first starting up. Instead, I have been surrounded by experts supporting me with all aspects of my business, from inception through to the day to day running. With informative training and a forum to share ideas and experiences I have been able to learn new skills that have really helped me grow my business, despite the restrictions in place due to the pandemic. If you are looking for a flexible but supportive business opportunity regardless of your previous experience in matchmaking, this is the perfect one. With the guidance and support from the Ignite Dating team, anybody can make their franchise a huge success and I guarantee you will fall in love with this new journey you are on.

SHELLEY LAWLOR, HAMPSHIRE FRANCHISEE

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# THE PACKAGE

## Franchise Cost: from £35,000 + VAT

### This includes:

- Rights to use the award-winning Ignite Dating brand name
- MBTI Practitioner accreditation to help you have a deeper understanding of your client
- Global MMI Accreditation and training to run your business successfully, along with our intensive and detailed in-house training on how to maximise sales
- Full training covering all areas of the business from operations and processes to customer service, networking, headhunting and how to achieve successful matches
- Processes, systems and templates to run the business
- Ongoing support and regular business updates
- Exclusive franchise territory
- Access to matchmaking support from our experienced Head Office team
- Lead qualification from website enquiries
- Central website and social media management
- First three months advertising and software licenses included
- Production of any print adverts (advert costs to be paid by the franchisee)
- Periodical blogs promoting your geographic location
- PR costs promoting the brand on a national level
- Writing of any editorial for local publications when requested (any other costs to be paid by the franchisee)
- Payment processing and associated costs
- 250 business cards, 150 headhunting cards, 50 interview packs and 100 letterheads (optional)

## Ongoing Fees: 40% of Turnover

This will cover all Head Office matchmaking activity and associated costs, together with PR, creation of news stories, blogs and associated media. Credit card processing fees are also included.

## Training and Ongoing Support

We have invested time in developing our Franchisee Training Programme and Operations Manual. This training programme will ensure that you run your business efficiently from day one. You will receive full training which includes everything you need to know about the set up and running of your business.



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# THE PROFIT

Ignite Dating provides an exclusive service, and the returns are correspondingly high. A typical franchisee will see their initial investment recouped in well under a year and should achieve a fourfold return within three years. This is based on an average working week of just 25 hours, giving you the ability to achieve working hours that suit you and your lifestyle.

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YEAR 1  
£62,070

YEAR 2  
£82,920

YEAR 3  
£118,920

Based on typical performance  
of an average franchisee,  
working 25 hours a week.

Year One is based on  
20 new clients a year  
Year Two is based on  
26 new clients a year  
Year Three is based on  
36 new clients a year

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# THE NEXT STEPS

We are looking for professional, engaging, motivated individuals with a real desire to help people change their lives and find success in love.





If you believe you have what it takes, then we would love to discuss the opportunity with you and look forward to welcoming you to the Ignite Dating family.

Please email or call to discuss any initial questions you may have regarding the franchise. We will then arrange for you to meet with Ignite Dating's Managing Director and Founder, Michelle Begy, to talk through your application.

You can email us at:  
[franchise@ignitedating.co.uk](mailto:franchise@ignitedating.co.uk)

or call:  
**0333 366 0640**

and we would be happy to talk through any aspect of this amazing opportunity.

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