

Perfectly Matched

Love is Love

By Cheryl Lassota



Donna Shugrue,
owner

“You invest your life, your heart, your body and soul in something— when the odds are only 50 percent that it’s going to work out,” notes Donna Shugrue, proprietress of Perfectly Matched. “Why would you do that based primarily on physical attraction?” Donna understands that physical attraction is an important part of a good relationship, but

“that only takes you so far. There must be other mutual interests and goals if you are going to make a serious commitment and find the right person. That’s what I help people do.”

Donna recognizes that most initial impressions are based on physical attraction, but she reminds us not to rely on it exclusively. “Beauty is in the eye of the beholder. Often, people limit themselves to a particular ‘look’ and decide in a nanosecond if they are attracted to someone. It’s like looking across a car lot, seeing a shiny car, and saying, ‘That’s the one!’ without asking any questions or taking a test drive,” she quips. “I appreciate the opportunity to help my clients find someone to love for the rest of their lives.”

“I do the opposite of what people do on their own,” Donna explains. “I start with mutual compatibility. Then, when people are attracted to each other, there is much greater potential for success.” She uses a profile survey to identify clients’ six major personality areas: temperament, sociability, conformity, affection, religion, and finances. She encourages realistic expectations and matches individuals with mutual long-term goals. “Having a similar long-term goal is important. If not, most often, the relationship will end.”

Donna is beginning her 27th successful year in business, so you know she was a matchmaker long before online dating became popular. “Online dating is polluted with insincere people cheating, scamming, and lying. It is time-consuming and ineffective. Some people aren’t honest and don’t even look like their pictures!” she exclaims. “Online, you never know if the person you are meeting is genuine. I meet personally with everyone, verify a driver’s license and birth date, and I’m even authorized to do a background check. My clients are often surprised at how much I know about them, but I am extremely discreet. Client information is stored privately and confidentially.”

Perfectly Matched clients meet like-minded people, so there’s no game-playing. “There is someone for everyone, and by the time someone comes to me, he or she is serious about finding love,” Donna continues. Matched clients first meet for one hour on neutral territory. After the meeting, Donna gets their feedback. “That takes all the pressure off and doesn’t put anyone on the spot with someone they’ve just met. People can be reluctant to say, face to face, that they don’t want to meet again. If the other person doesn’t

let you know where you stand, I will,” she states. “I don’t want to see anyone hurt, but I don’t waste anyone’s time, either.”

The client agreement at Perfectly Matched is not based on a certain amount of time; it’s based on a particular number of matches. Donna is very fair about what counts as a match, and not every person you meet will necessarily count as a match. “There’s no time limit on my service,” Donna explains. “No one expects to work with me for years, though sometimes they do. My agreement always honors the number of matches each client purchases, or ends if they marry.”

Donna helps people see dating from a lighter point of view. While working to find someone special, each client enjoys meeting interesting people with mutual interests. She suggests that matched couples approach each other with the idea that they could end up as friends. “My intuitive senses are really fine-tuned,” Donna shares. “If there’s hesitation, if one doesn’t feel the chemistry, I ask if they would look forward to seeing each other again as friends. Wherever the relationship goes, it should start with friendship.” When clients are on the fence, Donna suggests they give it a chance and go out once more. “Many times, I’ve seen friendships blossom into romance,” she reflects. “Sometimes it takes just a little spark—as opposed to knocking your socks off—to evolve into a lasting, healthy relationship.”

Mark and Lynette are one of over 700 couples who have married after seeking out Perfectly Matched. Mark recalls working with Donna for over three years. “It was the best phone call I ever made!” he says. “I met many good people and learned much about the dating world.” And of, course, he met Lynette!

For more information, call Donna at 719-338-2316 or visit PerfectlyMatchedDating.com. You can read Donna’s “Dear Donna” advice on the Perfectly Matched Facebook page at [Facebook.com/PerfectlyMatched](https://www.facebook.com/PerfectlyMatched). **WE**

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