

Meet your match at Bon Jour, Inc.

Business profile

Daily News staff report

DENVER — If only "The Bachelor" could have the kind of success Michele Fields has enjoyed getting singles to be, well, not single anymore.

Fields, owner of Bon Jour Inc. Matchmaking Service, has been pairing people up for 15 years in Denver — longevity rarely seen in dating services.

And for Fields, getting you married is the goal. In 15 years of business, she's reached her goal more than 300 times.

"Your file is open with Bon Jour until you get married," she said. "You pay one fee at the beginning, and then you never pay me again. And, I'll work with you until you're married."

Fields credits her success to, in essence, doing the opposite of what other dating services do.

"Everything I do is hands-on," she said. "I meet and know every one of my clients. I show them files, rather than just giving them contact information. We talk face-to-face about a potential date, and then we decide together who you're going to meet."

"A lot of companies will just have you fill something out, and then send you a phone number or an e-mail

address," she continued. "That's very impersonal, and that's not the way I do it. I'm a collaborative service, not a dictatorship."

When you sign up with Bon Jour, you fill out the three-page questionnaire with Fields. Fields is there at all times when you are viewing files to correct any misinterpretations a client may have. She'll then take your picture, then she'll go to work.

"Then, based on what you told me, I pull files that match on both sides," Fields said. "In other words, you have to fit their criteria, and they have to fit yours. I use six or seven criteria when I pull files that match."

The one-time fee of \$1,500 covers you until you've met your match, so to speak.

"It's just the one-time fee, and that's it," Fields said. "If it takes six months or six years, you won't pay a cent more."

And, it seems Fields' approach works.

"Every single couple that's gotten married from my service has gotten married to either their first or second introduction," she said. "I'm not trying to set you up with half of Denver. This is match-making."

One of Fields' secrets is getting down to the core beliefs and values people hold. Activities and hobbies

are not criteria that make lasting relationships, she says.

"You can cultivate interests like mountain biking and tennis, etc.," she said. "You can't cultivate goals and values. Just doing the same activity doesn't make a marriage work. If you care about someone and want to get involved in their life, you'll get interested in what they're doing."

As expected, dating is not an exact science, and some rules have to be followed. Fields has a behavioral contract that each client must sign. And, if she gets feedback that a client is not following that contract, she'll consult with the client.

"I don't care what you do outside of this service, but you're going to treat my clients nicely," she said. "My clients can meet jerks for free. So I require mutual respect and sensitivity from my clients towards each other."

Fields says her success comes from the fact that she has got an intuition, asks the right questions and listens well. But you have to do your part as well.

"You have to be realistic," she said. "And by that I mean I'm a match-maker, not a magician."

Clients also have to fit into Bon Jour's clientele. Clients must be single and available in every sense of



FIELDS

the word. They need to be college-educated, fit and non-smokers.

She's looking for women aged 36-55 and men from 40-65.

"Young people don't need my services," she said. "Young people should be out and about meeting people. It's only as you get older that your chances of meeting people decrease. It's hard to find a certain quality of people as you get older. That's where I come in."

"Virtually none of the clients who have married through Bon Jour, Inc. would ever have crossed paths had they not been matched through the service."

To schedule an appointment, call 303-756-8106 or visit www.askapro.biz.