

## A day in the life of...

### ■ Rachel MacLynn, psychologist

"My day is divided up into parts. First there's the admin side to my day — answering calls and returning them. Then I spend half-the-day going out to visit clients in their homes so I can profile them in a personal and relaxed environ — the other day I was in Wiltshire but last week I had to go to Belfast. I have even been as far as Dubai. "It can also take me a full day to then psychologically profile the person to find out what their needs are. "Finally in the evenings I go home, jazz myself up and head out to fantastic events at least three or four times a week. Sometimes a viewing of an art gallery, to a private club, a launch evening or a charity ball."



### Money CAN buy you love

Irish Post, February 24, 2007

Rachel MacLynn is an Irish match-maker of amazing self-determination.

She holds a degree in Psychology, a Masters Degree in Occupational Psychology and is soon to become a Chartered Occupational Psychologist. Rachel admits that her job is glamorous – she loves what she does and couldn't imagine doing anything else.

She said "I have always been involved in Psychology and have always been good at meeting new people and discovering who they are – but I didn't realise that all these facets could be part of match-making. This is my dream job – I get to live in London, go to brilliant parties and meet fantastic people every day".

Rachel – who hails from Holywood in the North of Ireland – admits her accent and Irish identity means she gets on well with her clients and adds to her success as one of the top personal profilers.

In 2005 she ran the New York Marathon for 21st Century Kids – a charity for underprivileged children – and the Northern Ireland Chest Heart and Stroke Foundation. She decided to do this following the early death of her much-admired father from heart disease.

Rachel's clients have high assets but she promises a unique profiling ability in being a trained Psychologist – along with all her colleagues.

Seventy Thirty is the only psychological profiling agency of its kind in Europe.

Rachel, who has a twin-brother in Australia, said: "We take on all people who we believe we can really help. Age officially doesn't matter – my oldest client is 73 and my youngest is 25.

"Our main challenge is matching people with their values, their religious or political beliefs and their direction in life".

"Our main clients fall into two categories. People in and around their 40s who have been focused on their career and now feel it's time to have a family – but don't have time to waste by going on pointless dates".

"And also people in their 50s and 60s who have come out of a marriage or a lost a partner and are now looking for companionship – to enjoy their life with someone special".

But how do you find people to match your clients with?

Rachel said: "I have to build up my own contacts. I am always enlisting for a network of people from luxury brands, professionals, and journalists.

"It's very important for me to maintain a good reputation and that way I get invited to events where I can find such people that my clients are looking for".

Rachel said: "We're a very serious organisation. We're not going to match a 60-year-old man with a 25-year-old girl by any stretch of the imagination.

"We match people on our personal understanding of what makes people compatible".

Oozing with personality and professionalism you can see why Rachel is so good at what she does.