

PAMELA PLAYS CUPID

For Romance Seekers



If romance is top of your wish list, then Birmingham has its very own Cupid who could make your dreams come true!

Pamela Clarke abandoned her work as a community education project manager to start her own Birmingham-based introduction agency – and is especially keen to help people find their very own Someone Special in 2008.

Taking the plunge just over a year ago, the 61 year-old matchmaker proves it's never too late to change career in pursuit of true happiness – and in her case, in pursuit of other people's happiness.

Caring

"I love working face-to-face with people in a genuinely caring way," said Pamela, who also used to teach in a local college as an English and Communications lecturer.

"Quite by chance, a friend told me about a conversation she'd had with the bridegroom's mother just before her daughter's wedding, when the woman had raved about her introduction agency work.

"Although seemingly unrelated to anything I had done before, this was the ideal career move for me: after all, my work had always been about encouraging people to realise their full potential – so helping people to find their perfect companion was a natural progression for me."

Instant hit

Drawing on her vast communications experience and natural affinity with people from all walks

of life, Pamela has proved an instant hit with her clients.

"Fortunately, people no longer regard meeting other people through an agency as something to be embarrassed about, but rather the more sensible and much safer approach," explained Pamela.

Covering South Birmingham and surrounding areas, the Kings Norton woman has successfully introduced a number of clients, mostly from their mid 30s to their late 60s, but also younger – or indeed quite a bit older!

Never too old!

"My first client was a lovely 80 year-old man who, before long, received introduction requests from four different ladies in one week – including a 91 year-old! He is still seeing one of them.

"Then there was the locally-born gent in his 50s, returning home from living abroad to help to look after his mother, who has spent the last 10 weeks here with his new lady from Jersey - and says she is his perfect partner!" said Pamela.

"But the most unusual of all cases was a six year-old girl who telephoned me in search of a match for her unhappy daddy! Shades of 'Sleepless in Seattle', but my magic wand can work wonders!"

Always making her clients' safety and confidentiality a priority, Pamela explained: "When new people join, I meet them in their own homes, get to know them a bit and check the required proofs of identity and address to be sure that details used are authentic, and photographs are current, for the safety of all members.



Chat in comfort

"This also gives an opportunity to chat in comfort about their likes and dislikes and the sort of people they are searching for, while also enabling me to write a short informal pen-portrait of them – something people often find difficult to do themselves."

Pamela then draws up the client's photo-profile – preferably with an informal photo, taken by her (an experienced photographer) when the client is relaxed, rather than a more posed professional studio shot, which can present the client in a rather unnatural and perhaps misleading light.

Despite the personalised nature of Pamela's service, it comes at a range of prices offering good value for money, with no hidden costs – from an introductory six month offer at £200, through a one year option at £350, to £500 for a five-year membership (providing an ongoing 'insurance' against any new relationships that don't come to fruition longer term, with no time pressures, and at only £100 per year!).

"I want clients to trust me"

"I take no money until I have established an understanding of what I can offer to each new client – I don't want to disappoint them and I want them to see they are getting value for their money," said Pamela.

Concluding, she added: "I love my new career! Helping other people to find true happiness is so rewarding – we all get a buzz from it!"

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