



AMANDA HARRIGAN

FOUNDER OF GLOBAL MATCHMAKING SERVICE HYTCH

Amanda Harrigan is the founder of global matchmaking service Hytch, that helps their clients to find meaningful connections.

Growing up, my dad was deeply invested in personal development. I remember him listening to Brian Tracy tapes and reading books about the power of the mind and subconscious in shaping one's dreams. When he passed those books and tapes on to me, I became fascinated with psychology and human behaviour, immersing myself in these subjects throughout my teenage years.

In 2000, I came across an article in the Sydney Morning Herald about the emerging field of life coaching and the transformative impact life coaches had on people's lives. Instantly, I knew that this was my calling and that I wanted to help others achieve their goals and transform their lives.

LAUNCHING MY COMPANY

After completing my Life Coaching Certification in 2004, I attended a seminar on relationships that emphasised the connection between our relationship with ourselves and our relationships with others. This resonated deeply with me, leading me to further

studies and to specialise in life and relationship coaching.

In 2012, I launched my coaching business, Emotive Health. That same year, a friend who had recently returned from Europe and the U.S. introduced me to the matchmaking industry. I was intrigued by the idea of helping people find meaningful relationships and, after researching the Australian market, I saw a huge opportunity. At the time, many Australians were unfamiliar with professional matchmaking.

This realisation led me to establish my first exclusive matchmaking agency, Platinum Introductions, in 2013. However, I soon discovered that matchmaking required far more than my coaching experience, it was an intricate process with its own complexities and nuances. Despite my enthusiasm, I lacked the specialised knowledge needed to make it a success.

To truly master the art of matchmaking, I spent the next four and a half years working with an established matchmaker. This experience gave me a solid foundation, helping me understand the intricacies of matching people for lasting romantic relationships.

INSPIRATION

After years of working in the industry and researching the Australian market, I identified a major opportunity to create a premium matchmaking service unlike anything available. I studied the most successful agencies in the UK and U.S., refining my approach to bring an elevated, high-calibre experience to Australia.

In 2020, I launched Hytch, a private and exclusive matchmaking service tailored to professionals, executives, and business owners seeking meaningful, long-term relationships. I built Hytch on the foundation of everything I had learned, leveraging my past challenges, insights, and industry experience to create a service designed for discerning clients who value privacy, exclusivity, and quality matches.

CHALLENGES

Unlike Europe and the U.S., where matchmaking is widely recognised as the preferred way for high-achieving individuals to find partners, Australia was still unfamiliar with the industry. Many people didn't realise that a private, exclusive service like Hytch was exactly where high-calibre individuals were turning to find meaningful connections.

The challenges I faced with Platinum Introductions and my experience working with the other matchmaking firm proved invaluable. They taught me the common pitfalls in the industry, allowing me to develop strategies that have made Hytch a success today.

Understanding the nuances of the business such as client expectations, relationship dynamics, and the importance of discretion, has been instrumental in positioning Hytch as a leader in the field.

LAUNCHING HYTCH

When launching Hytch, I combined my extensive matchmaking experience with my expertise in marketing and branding. I knew that branding, privacy, and exclusivity were essential for my clientele, and I built Hytch with those principles at its core. Many of my professional peers expressed that they would use a service like Hytch if it focused on quality over quantity which was something dating apps lacked.

CLIENTS OF HYTCH

Hytch has had many successful matches of clients aged thirty to eighty. This has resulted in marriages, engagements, babies, couples moving overseas together and moving in together.

Seeing my clients build lasting relationships and hearing their stories of finding true love through Hytch brings

me immense joy and fulfillment.

I know I am living my purpose, helping people find love in a world where meaningful connections are becoming harder to find and increasingly rare.

COMPANY VALUES

At Hytch, authenticity is key. We carefully select our clients, ensuring they are genuinely seeking a long-term relationship. Our clients lead healthy, fulfilling lives, and we prioritise compatibility by evaluating personality, values, lifestyle, interests, goals, physical appearance, and overall energy.

Every introduction is made with intention, ensuring our clients are matched with partners who align with their relationship goals.

CAREER TURNING POINT

A pivotal moment in my career was when two internationally renowned matchmaking firms reached out to me. After researching the Australian market, they identified Hytch as the agency most aligned with their brand and values, and invited me to collaborate for their Australian VIP clients. It was an incredible honour, especially since these were the very agencies I had admired when I first started Hytch.

CAREER ADVICE

Becoming a matchmaker is not just about love and happy relationships, it requires a deep understanding of human psychology, emotional intelligence, and relationship dynamics. The ability to guide people on their dating and relationship journey is fundamental to success in this field.

For those aspiring to enter the industry, I highly recommend gaining experience by working with an established matchmaker and obtaining professional certifications. Continuous education and a commitment to personal growth are essential. Above all, passion is the driving force, you must be truly invested in helping people find love to thrive in this career.

REFLECTIONS

Looking back on my journey, I see how every challenge and setback led me to where I am today. Hytch is more than just a matchmaking service, it's a mission to help professionals find deep, lasting connections.

I am grateful to be part of my clients' love stories and to witness the transformative power of meaningful relationships.



AMANDA'S ADVICE

- *Resilience.*
- *Belief in oneself and your abilities.*
- *Embrace your uniqueness, it's your superpower.*
- *Courage to take risks, even after failure.*