

How to choose a dating coach or matchmaker

Know what you need first: coaching teaches dating skills, matchmaking introduces you to partners. Compare by who they work with, format and published price. Ask your questions before you pay.

Updated October 20, 2026

Start with your goal. If you want to get better at dating itself, a dating coach teaches the skills. If you want someone to screen and introduce you to partners, a matchmaker does that. Some businesses offer both. The Which kind of dating help do I need? tool on this site asks about your goal, budget and how you like to work. It suggests a kind of help. It does not suggest a person.

Know who you want to work with. Listings on this site show which groups a business names: men, women, LGBTQ+ singles, seniors, people who are divorced and dating again, or neurodivergent singles. Some coaches here list men only, and one lists women only. Pick a business that works with people like you. The serves field on each listing shows the groups it names. Matchmaker listings often name no group.

Compare the price before you book. Each listing shows the price the business publishes on its own site. Prices on this site run from a 17 USD course to programs of 250,000 USD and more. Full matchmaking packages here often start near 3,500 USD. Registries and consultations can cost less. Look at the price note, which says what the price covers. A low figure may leave out session time, materials or screening. Prices change, so check the provider page.

Check the format. Businesses work in different ways. Some meet in person. Most listings here offer video calls. Some run group programs or self-paced courses. Pick a format that suits your schedule and where you live. Ask the business which formats it offers for the service you want, and which formats the price covers. Write down the answer so you can compare it with other businesses. If a business works by video, its city may matter less. Use the formats filter on the search page to narrow the list.

Ask questions before you pay. Some businesses offer a free intro call. Others charge for a first consultation. Ask which applies. Then ask who they usually work with, what a program covers, how many sessions it includes and what the total cost is. Ask whether you can stop at any time. A clear answer helps you compare. If you get no clear answer, think twice.

Read the listing closely. The facts on each page come from the business's own website, on the date shown. These facts have not yet been reviewed by the business. A listing is a record of what the business publishes. It is not a recommendation or an endorsement. Open the source link on the listing page to see the facts yourself. Facts can go stale, so check with the business before you book any paid service. No coach or matchmaker can promise a relationship.

Frequently asked questions

Should I start with a coach or a matchmaker?

It depends on your goal. A coach teaches you skills: profile help, messaging, approach and confidence. A matchmaker screens candidates and introduces you to partners. Some businesses do both.

How many businesses should I look at before choosing?

Look at two or three. Compare who they work with, what the program covers and what the full cost is. Check each provider page for current prices.

What should I ask before I pay?

Ask who they usually work with, what the program covers, how many sessions it includes, the total price, and whether you can stop at any time.

Sources

[Which kind of dating help do I need? tool](https://datingcoaches.fyi/tools/which-dating-help) — <https://datingcoaches.fyi/tools/which-dating-help>

[Dating Coaches Directory listings](https://datingcoaches.fyi/) — <https://datingcoaches.fyi/>