

Alumna makes career of helping singles find love

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Talia Goldstein is the CEO and founder of the matchmaking company Three Day Rule. (Photo from Three Day Rule)

From filling out profiles to swiping through matches, Tulane University alumna Talia Goldstein knows that online dating can be tedious.

As the CEO and founder of matchmaking company [Three Day Rule](#), the 2002 [School of Liberal Arts](#) graduate combats the common frustrations of clients utilizing dating apps by helping them to optimize their online profiles and ultimately find their match.

The name of the company, Goldstein said, is a nod to the 1990s comedy “Swingers” in which a man is urged to wait three days before calling his date. That rule, in Goldstein's company, does not apply.

“Online dating is great, but you don’t really learn about yourself through the process. Matchmaking is a 360-degree view of you and your dating life.”

Tulane University

Talia Goldstein, alumna/CEO and founder of Three Day Rule

Goldstein first caught the matchmaking bug in high school. After graduating from Tulane, she began working in Los Angeles as a TV producer for “E! True Hollywood Story” and quickly became her office’s dating expert by successfully pairing her co-workers and friends.

“I would sit in my cubicle, and people would come up all day and ask for relationship advice,” she said.

Goldstein eventually left her position to focus on offering personalized matchmaking services and hosting popular mixers for singles.

“The first party had about 20 people there, and in a few months, the parties grew to 300 people,” said Goldstein. “They were all successful, interesting people, and I realized that there must be something missing in the market if they were paying to attend my singles events.”

In 2013, Goldstein established Three Day Rule as her own tech-enabled matchmaking company.

While Three Day Rule is based in Los Angeles, the company’s matchmakers are stationed in nine cities across the nation. The company will launch services in Seattle, Dallas and Miami this year.

“Anybody can sign up across the country, and we also offer date coaching over Skype,” said Goldstein, adding that she would one day like to bring Three Day Rule to New Orleans.

The company has an internal database of over 90,000 singles. Additionally, the service has partnered with other online dating companies, including Match, OkCupid, Christian Mingle and JDate, granting matchmakers access to millions of singles across the country.

“We also launched LGBTQ+ matchmaking over the summer,” she said.

Through her extensive experience, Goldstein helps Three Day Rule clients learn that the smallest details can make a big difference in dating.

“For example, we had a match who was shaking the girl’s hand after every date. The woman would always come back and say, ‘Gosh, he was so hard to read,’” said Goldstein. “We can find out what’s happening and help them to become better, more confident daters.”