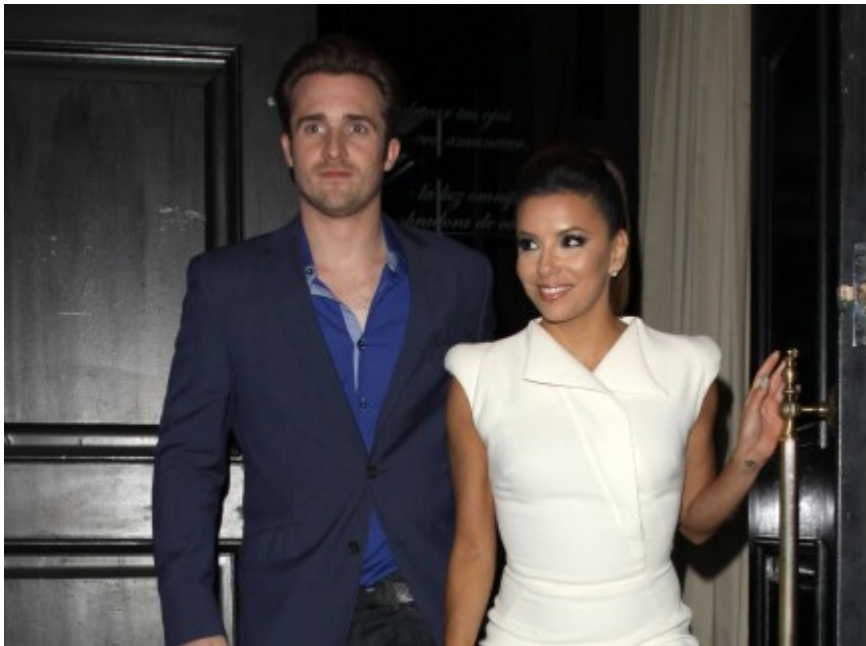


Matthew Hussey Talks NBC's 'Ready for Love,' 'Get the Guy' and Being a Life Coach



By Rachael Moore and

[Lori Bizzoco](#)

It's spring time now, and love is in the air. So much so, that NBC's new dating competition show, *Ready For Love*, premiering Tuesday, April 9th, is already getting tons of buzz. The innovative series, with Executive Producer Eva Longoria and hosts Giuliana and Bill Rancic, follows three eligible men looking to find their soulmates. With twelve women vying for each man's heart, three matchmakers provide their expertise and advice to guide them in their search for love.

Matthew Hussey, a life coach, speaker and new author, is the only male matchmaker on the show and admits that he has a more direct approach than his female colleagues on the show, Amber

Kelleher-Andrews and Tracy McMillan. “We all come from different places,” he says. ‘Amber is a matchmaker; Tracy is a writer; and I am a life coach.’¹

Related Link: [Ready for Love: Three Extraordinary Men](#)

Hussey grew up in England and claims that he was never good with the girls, so he started observing people to try to understand them better. He learned some techniques to help people with their confidence, and at age 17, he realized that he wanted to be a life coach. He knew it would be hard for people to take him seriously given his young age, so he started out small, coaching three people per week before moving up to five and then ten.

Originally, he set out to help men better understand general life lessons, but it wasn't long before they started asking for advice on their love lives. ‘I knew coaching a room full of guys wouldn't be practical. They needed to get out there and talk to women. When doing so, some men got rejected, but others got wins.’¹

Related Link: [How to Behave Like a Gentleman](#)

He became very popular in the United Kingdom, coaching 10,000 guys in the span of two years and doing seminars with 300 men in attendance. With his reputation growing, Hussey was approached by many women wanting to know his secrets. ‘I was terrified,’ he shares. ‘I knew how to work with men, but I didn't understand women. Then, it hit me: that was exactly how I could help them. I didn't need to tell women about themselves. I needed to tell women about men and why they do the things that frustrate them.’

When it comes to guiding the three bachelors on *Ready for Love*, Hussey explains that Kelleher-Andrews and McMillan use a different method. ‘I was more direct because I believe in giving people tools so they aren't dependent on anyone. I'm not prepping them for dates; I'm prepping them for life,” he

says. 'I don't care if the women in my group end up with the guy. I care about them gaining an understanding of who they are and what they want and having the strategies they need in the real world.'

Related Link: [Why Amazing Confident Women Remain Single](#)

When speaking about the difference between his coaching techniques in his seminars and on the show, he shares, 'In my seminars, I can't watch what happens after the women leave. For the first time, I was able to see every change that was made in this nine-week period.'

When the show airs on April 9th, not only will Hussey make his debut as a reality star, but he will also add published author to his list of credits. His new book, *Get The Guy: Learn Secrets of the Male Mind to Find the Man You Want and the Love You Deserve*, will be released from HarperCollins that same day. The book focuses on three main ideas: find the guy, attract the guy and keep the guy. With his intelligence and eye-opening words of wisdom, there's no doubt that women will quickly realize that Hussey's process truly works.

Hussey's advice boils down to the idea that 'attraction is only a snapshot of any moment of time. It's not a black-and-white thing. Just because a guy isn't attracted to you now doesn't mean he never will be. So, just like they say...timing is everything.

*Don't miss the two-hour series premiere of [Ready for Love](#) on Tuesday, April 9th at 9/8c NBC. To order a copy of Hussey's new book *Get the Guy: Learn Secrets of the Male Mind to Find the Man You Want and the Love You Deserve*, click [here](#). For more information about the life coach, check out one of his sites, [Get the Guy](#) and [Matthew Hussey](#). You can also follow him on [Facebook](#) and [Twitter](#).*