eHarmony

**1. What are some of the steps that led to creating eHarmony?**

**2. What advantages did eHarmony have because it was not the first entrant into the online dating market space?**

**3. What disadvantages might there be as a late entrant into a market?**

**Did eHarmony experience any or all of these? Which?**

**4. Why did Greg Forgatch believe that eHarmony’s first radio ad worked so well?**

**5. What key advertising concepts has eHarmony applied?**