

# DATINGCONFIDENTIAL

JULY 2010



Get your flirt on...

## SUMMER is here... get in the mood for greatness

By: Amy Andersen



As I begin writing Summer Dating Confidential, the air is blissfully warm here on the Peninsula, endless blue skies surround us, and it's a time to be seen flaunting flirty dresses, or hip pocket squares for guys, in the evening hours as you saunter off to dinner dates and networking functions. It's a great time of the year to come out from underneath your shell at work and to be social, opening yourself up to endless possibilities and new connections - such as those that you can find at our upcoming Link & Drink event in July. With the onset of summer, the Linx network continues to grow. I've definitely come to

realize that one of my very favorite parts of my endlessly fascinating job is getting to interface and represent such a diverse group of professional men and women. In the last 6 months, we have seen tremendously eligible guys and girls step through our office door and join for the sake of gaining access to other like-minded folks. This is the pinnacle of all of these years of hard work building the Linx network. Like laying bricks down one by one carefully, to construct an original architectural masterpiece, we have always been so deliberate in whom we take on board, so as to always maintain our foundational

DNA and mantra for working with "the best." I count my lucky stars that you are not only a pleasure to work with but that you refer in your incredibly dynamic friends.

At Linx Dating, most clients receive matches from members who are in our database and have gone through the same process of membership like everyone else. That said, we are seeing an increase in popularity and desire for our team to search outside of the database, often for unique client demands, wishes, and accelerated timetables. These "VIP" searches extend typically into the greater San Francisco Bay Area, yet can reach into

summer (cont.)

other cities. In this newsletter, you will get to see if you make the cut for some of our clients, and can also play matchmaker and refer in your friends who'd be the ideal match. These types of outside searches have proven to have very high probabilities of success. This summer, for the months of June and July, we are also doing something unique that we've never done before and asking for you to nominate your "most eligible" professional friends for Linx. As a way to say thank you for thinking of Linx, should your friend become a client in our network, we will happily send you a \$25.00 Peet's Coffee certificate to enjoy.

July 8<sup>th</sup>, from 6:00pm-9:30pm, will mark yet another ever popular Link & Drink networking event at the Rosewood Sand Hill Hotel in Menlo Park. Link & Drinks are a phenomenal way to put yourself out there and mingle amongst a sophisticated crowd of professionals who enjoy building their social networks and branching out to meet new folks. Last summer at Link & Drink Rosewood, we had a tremendous turnout and expect Link & Drink to reach over 400 attendees this summer. So, come out, invite your friends but remember to RSVP (details below) and allow the Linx team to stay super organized. Stephen Silver Fine Jewelry is sponsoring our event once again, so a tremendous thank you to Mr. Silver. Make sure you not only RSVP for Link & Drink asap but also check out [www.stephensilverfinejewelry.com](http://www.stephensilverfinejewelry.com) as Stephen Silver Fine Jewelry will be giving away a fine bottle of wine with a French corkscrew to one lucky winner that registers on their website, using promo code "link and drink!"

In closing, I want to share a little story with you all. A couple of weeks ago

I attended a charitable party in San Francisco. Living on the Peninsula and running my business keeps me pretty focused on staying here in the Silicon Valley, but my husband and I had decided to support a great cause and hopefully see some old friends. Upon arrival, I quickly realized It was another gala benefit, granted a lovely evening with lots of made up women, libations to be had, and the ever present wandering eye. Thankfully, I ran into many old acquaintances and friends and the funny thing was that it was as if time had not passed for them. For me it had – in 2005, I had moved from my old dating scene in San Francisco, a place too familiar, to disrupt what was too easy, to push myself into a more personally promising direction - the Peninsula. For these familiar faces, what I found astonishing was that at least 10 of them told me how tired of the SF dating scene they were – many of the 10 said the same thing to me three years ago. One mentioned he might move, another admitted being out 14 consecutive nights socially and being simply "exhausted", and many others gave air kisses and looked around and past me (not making direct eye contact) for the BBD - aka the "Bigger Better Deal." Although it was great to see old friends and make some new contacts, I longed for the simplicity of my home, the comfort of my bed, and the wisdom of knowing that I truly preach what I practice.

I listened carefully that night and tried to inject my strategies into the fabric of my friends' lives and explain that if they aren't getting what they want in their too familiar social circles, to make an effort to create change. If you find yourself in a situation at work, in love, with family, or trying to find love that leaves you feeling unbalanced, seek steps

towards stabilizing the area that has thrown you a little off-kilter. We all see signs of this daily from work stress, heartbreak, hoping he will propose, poor communication with friends, etc.

The other night at a dinner with a client, my husband used the word courage and I can't help but think of how perfect that word is for you all reading. Be courageous and shake things up a bit this summer in your personal life. I'd encourage you to branch out and make a couple of interesting new friends. These friends could be the catalysts who ultimately introduce you to your future wife/husband. While working on this, have the courage to work on yourself. If you find that you're in a rut physically, emotionally ... have the determination to take the steps towards feeling better about yourself. In this newsletter you will see some easy and economical fashion trends that can make you feel sexy, alive, and very importantly, approachable. If you have always wondered what it would be like to meet a truly exceptional matchmaking team, have the courage to contact us and inquire how Linx Dating can help you in your quest. Most importantly, **BE YOURSELF BUT DON'T BE AFRAID TO EMBRACE CHANGE!!!!**

I very much look forward to seeing you all at Link & Drink!

Affectionately,



Amy Andersen  
 Founder & CEO  
 Linx Dating LLC



## SPECIAL CASTING SESSION

We are currently searching for the following profiles for the Linx network for Bay Area based clients. If you know anyone who fits any of these profiles, please email [amy@linxdating.com](mailto:amy@linxdating.com). Often, these searches are for VIP clients of ours who have pretty specific requirements and, as such, we search outside of the client network. Typically we are able to waive all major fees for qualifying candidates. Thank you for reading!

Note, the clients we are searching for are based in the Bay Area.

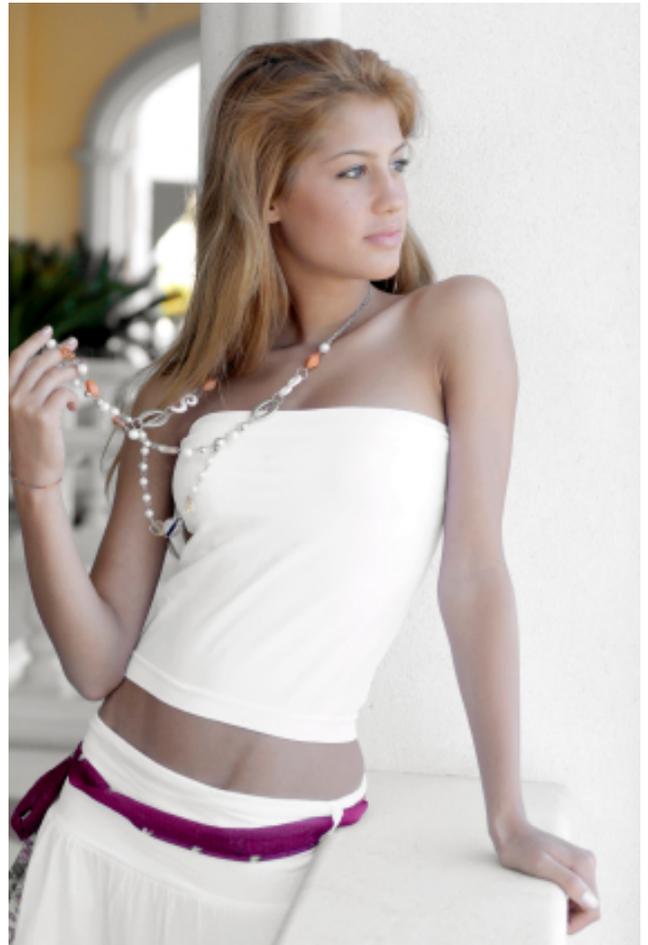
### **FEMALE CATEGORY:**

**WOMEN 23-32**, any ethnicity. You're social, sharp, sexy, and slender with curves in the right places. Friends and family describe you as playful, warm, kind, and responsible. Outside of a career from which you derive a lot of satisfaction, you secretly wish you could spend all of your days writing a blog on your favorite restaurants and dishes - and maybe you really do! A foodie at heart with an adventurous palate, your dream might be to find a perfect partner in crime to create your own real life "No Reservations" and travel while eating your way around the world with him. This is for a late 20's client of ours who is 6'1", Ivy League educated, a successful entrepreneur, and someone who is not only genuine but a true gentleman. Icing on the cake...he's really cute and marriage minded!

**WOMEN 24-33**, Caucasian. You're feminine, natural, fit, and care about leading a healthy life which might very well include a vegetarian diet. You are down-to-earth, warm, caring, have extroverted tendencies, very well educated, and intellectually curious. You're liberal in your politics, would not consider yourself religious, and are set on having a family one day. Maybe you are from the Mid West or are the quintessential California girl. This is for a very handsome client of ours who is 37 years old, Monterey based, has his Ph.D., an avid golfer, animal lover, and spends his days running an elite finance company.

**WOMEN 28-40**, Caucasian. You're a physician or an attorney looking for someone who respects, understands, and applauds your career demands. When you aren't practicing your craft you're running, biking, rock climbing, or doing something athletic as fitness is extremely important to you—and you'd love to find an equally intelligent jock with whom to share it all. This is for a very handsome client of ours who is 39 (think Tom Cruise but taller), Ph.D., and focuses his time on education, charity, fitness, and writing. He is focused on giving to others and selfless acts of devotion versus spending and material interests.

**WOMEN 38-50**, any ethnicity. You're elegant, sophisticated, warm, loving, and looking for a true gentleman to enjoy life with. You care very much about staying fit, looking good, and enjoying dressing up and what it means to be a woman. Your every day vocabulary includes Manolo Blahnik, blow-outs, sexy dresses, and dolling up for your man is your cup of tea. You might be in a position in your life where you don't need to work anymore or you have considerable time to truly enjoy life. You either have kids or do not want kids. If you are creative in some way, shape, or form.....all the better.....This is a search for a retired client of ours in his 50's who is not only extremely successful but genuine, kind, a devoted Dad, and an extremely talented photographer. If you want to enjoy the "good life", he is your man.



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### **MALE CATEGORY:**

**MEN 25-33**, Caucasian. You're over 6'0", athletic, and hunky. Girls turn heads, guys are pretty much envious of you in the locker room. You come from a good family with loving parents and might have a sibling or two that you love deeply. You scored very high on your SATs and graduated with a very high GPA from undergrad. Maybe you have post graduate work already under your belt yet are now secure in an exciting job at a dream gig. You've had girlfriends before and are most comfortable in a loving and committed relationship. Humor is what lightens up your day and letting loose on the weekends with friends. Work

**SPECIAL CASTING SESSION (cont.)**

**MEN 30-38**, Asian-American or Caucasian. You keep fit and while you don't need to have the perfect physique - you look good! Ideally you are a business professional perhaps in finance or law who would be considered very confident, established, and well rounded. Friends would describe you as social yet someone who is perfectly content staying at home on a Friday with bottle of wine. You have never been married, have no kids, yet desire a family one day. This is a search for a young, beautiful and very smart Chinese-American female client who is a girlie girl who can rough it with the best of 'em. She seeks a match to slow down from time to time and enjoy some of her favorites....whiskey & wine, a mean game of scrabble, and college basketball....to name a few!

**MEN 35-48**, Caucasian. In the work environment you assert yourself with confidence, lead with integrity, and are a total doer type. Outside of a successful career you care about family, are funny, romantic, athletic, and social. Perhaps you were raised Jewish and identify from a cultural perspective or are agnostic but very open to learning of traditions in a marriage one day. You're physically in shape and care about keeping it healthy. This is for a sassy and very cute client of ours who is late 30's, blond, petite, family centric, super sweet, and family centric. She doesn't have children but desires a family one day with her dream match.

**MEN 42-45**, any ethnicity. You're irresistibly confident, sexy, tall, fit, and generous with your heart. You're very established in your career and your network of friends and colleagues consider you to be very successful by traditional standards. Intellectual pursuits are high on your list, as is travel, the arts, and keeping fit and healthy. Having children of your own is the icing on the cake! This is for a client of ours who is Peninsula based, in her mid-forties, absolutely gorgeous, soulful, loving, charismatic, very smart and extroverted.



**CAST YOUR VOTE & NOMINATE YOUR FRIEND FOR  
 “MOST ELIGIBLE”  
 FEMALE AND/OR MALE IN THE BAY AREA**

*Linx Dating is looking for your nominations of eligible friends you feel are exceptional and you've wondered many times why they are still single. Should your friend become a client of Linx, we will send you a \$25.00 Peet's Coffee certificate as a thank you!*

*Requirements for a bachelor or bachelorette are to be gainfully employed in the San Francisco Bay Area, well educated with an undergraduate degree at a minimum, well rounded with multiple interests outside of work, physically fit, and attractive. All ages welcome from early 20's to early 60's.*

*Please email: [amy@linxdating.com](mailto:amy@linxdating.com) your nomination and the best way to set this up is to do an email introduction to your friend CC:ing Amy. If you are unable to do that, email [amy@linxdating.com](mailto:amy@linxdating.com) and include your friend's first/last name, as well as his/her best email address and mobile.*

Thank you!

**Linx' Insider Tips on Summer Fashion Trends.....It's all in the details!**

When we're working with our clients this summer helping them to pull together looks for the season, the key thing we emphasize is that this is the time of year to really have fun with the details! There's nothing more stunning than a woman wearing the perfect-fitting LBD (a.k.a. little black dress), or a man wearing a suit that looks like it was cut specially for him. Now is the time to invest in the items that will really make those pieces stand out in a crowd. For women, this season's wardrobe would not be complete without a sexy gladiator sandal, a statement bracelet, and a pair of large hoop earrings. For men, look for a patterned pocket square, a pink shirt, and brown suede shoes (which go with any color suit you have – including black).

**Guilt-free Summer buys for Women:**



[Nine West, "Tautou" gladiator pump](#), was \$99 but now on sale for 30% off

[J.Crew \(by FENTON/FALLON\) mixed chain and pearl bracelet](#), \$95

[Bloomingdales ABS by Allen Schwartz Hinged Pave Hoop Earrings](#), \$125.00

**Guilt-free Summer buys for Men:**



[Brooks Brothers, multi madras pocket square](#), \$15

[Banana Republic, pink classic fit dress shirt](#), \$79.50

[To Boot New York, suede lace-ups](#) , \$354

Tips assembled by Jennifer and Josh of [Cabinet d'Envie](#)

# Link & Drink - July 8th, 2010

## Rosewood Sand Hill Hotel

### Menlo Park

Create new connections and join us for another wildly successful Link & Drink on July 8th from 6:00-9:30pm. Link & Drinks were created many years ago to bring together a diverse crowd of young professionals who see a huge value-add in networking with like-minded professionals (industries being represented include investment banking, healthcare, academia, tech, law, venture capital, and tons of talented entrepreneurial start-up founders & employees.) These are not singles events – instead, the main theme is networking! We are going to have an interactive component and have a friend from HP be walking around chatting with guests for a Linx video blog.

We are thrilled to be hosting our summer Link & Drink for the third time at the sophisticated Rosewood Sand Hill Hotel in Menlo Park. Our group will be located in the Portico patio area outside on the ground level, so when you enter, please ask the staff to direct you towards the portico. The portico is very chic and set up like a large outdoor living room with comfortable seating and is over 1000 square feet with sweeping views of the mountains and swimming pool. We have hired multiple bartenders to accommodate the crowds (last year there were 400+ attendees), as Link & Drinks seem to keep growing in popularity! For simplicity sake, please bring cash to make buying drinks more efficient.

Once again, we'd like to thank Stephen Silver Fine Jewelry out of Menlo Park who is sponsoring this event. Stephen Silver Fine Jewelry has not only been in business for over 30 years serving the greater Peninsula and San Francisco area with estate and fine jewelry, but also has a lovely retail storefront inside the Rosewood Sand Hill Hotel. Thanks to Mr. Silver for being so generous and allowing a few lucky friends of Linx the sparkle and shine for Link & Drink. If you haven't already, make a point to check out [www.stephensilverfinejewelry.com](http://www.stephensilverfinejewelry.com) and register on their website using promo code "link and drink" as they will be giving away a fine bottle of wine with a French corkscrew to one lucky winner.



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 Founder & CEO  
 Linx Dating, LLC

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**DATE / TIME:** July 8th, 6:00-9:30pm

**COST:** Free! Just compensate Linx Dating by spreading the positive word about these great events

**LOCATION:** The Rosewood Sand Hill Hotel, 2825 Sand Hill Road, Menlo Park, CA,94025. Downstairs, ground level, "Portico" patio, outside. Once you enter the hotel, you need to either take the stairs downstairs or the elevator. Link & Drink is not in the main bar area (as the group is too large.)  
[www.rosewoodsandhill.com](http://www.rosewoodsandhill.com)

**WHAT TO BRING/WHAT TO WEAR?** This is a networking event, so bring business cards to pass out for networking. Guests will be wearing business casual - think khakis or slacks for men and skirts/summer dresses for women. It's a chic environment - so feel free to dress up!

**HOW TO RSVP?** You absolutely must RSVP. We will have a welcome/ registration table with your name listed. If you are bringing friends who are not part of this mailing list, they absolutely must RSVP too. Everyone, RSVP to [amy@linxdating.com](mailto:amy@linxdating.com)



***See you at Link & Drink!***

**SAVE THE DATE: Link & Drink July 8th, 2010**