

DATINGCONFIDENTIAL

FEBRUARY 2010



Get your flirt on...

CUPID is here... Are you ready?

By: Amy Andersen

The New Year is well underway and cupid is pointing her arrow in your direction. How are your New Year's resolutions shaping up? Starting a new decade is so exciting and I have a feeling that 2010 is going to be a remarkable year for each and every one of you. The end of 2009 marked Linx Dating's best year ever, both in terms of most successful matches and highest membership levels, since the beginning. Blinded by love and new clients coming through the doors, we almost forgot there was a recession going on. Thanks to each of you, we continue to receive referrals to your most eligible friends daily. If you

haven't noticed already, I often post status updates to my Facebook in terms of our specific current searches. So many great ideas have been generated through this very viral approach - keep 'em coming!

This year we are introducing low-barrier to entry memberships for clients who are "under 30," as well as new and exciting concierge services such as enhanced mock dating and highly specialized VIP searches. In fact, we are conducting some unique outside searches for our network, so I encourage you to take a look at the "Casting" section in this newsletter and refer to me anyone you think

might make an exceptional fit for these particular VIP searches. Often, we are able to waive all major fees for those who make the cut, so it is extremely attractive.

In the meantime, we are well underway in planning a very special art inspired upcoming Link & Drink for March 4th. We are also gearing up for a unique way to meet new friends who enjoy art and conversation through the beta version of our first offline club. Over the past 24 months, clients of Linx have been marking on their applications for membership the type of offline club they would be interested in joining. The goal of



LINX DATING

cupid (cont.)

these clubs has always been to create additional opportunities to link up with trusted clients and friends of the network. I have been adamant that if someone wants to meet other like-minded people, whether for dating and/or for professional purposes, he or she needs to forge as many positive and substantial avenues as possible.

I feel that one of the most powerful ways to meet others is through a common interest – the shared passion could be for burgundy, American literature, politics, fitness, a love of animals, or anything else. The demand for these clubs is high and we are continuing to flesh out the concept slowly and cautiously. I built the original Linx network using a very local grassroots process. Many years now into running Linx, I still maintain the same business mantras I followed at the beginning and in launching Link & Drink networking events a few years ago - local, viral, slow, steady and, most importantly, listening to my audience - you all.

This March 4th, I invite you to consider gaining inspiration pre networking at “First Thursday” when the downtown art galleries in San Francisco are open to fete their exhibiting artists. The monthly event attracts a mix of young professionals and artists. The hallways are narrow, so it’s more than likely you’ll brush up against an object of your affection! After browsing a couple of downtown galleries, we invite you to meet up for Link & Drink at the St. Regis Hotel. We’ve hosted a Link & Drink there before, so if you recall, arrive early as we pack the place. Link & Drinks are not singles events - yes even us married types show up – instead, the goal of Link & Drinks is to bring together a diverse

group of professionals who see a value-add in networking. Did I mention Link & Drinks are not singles events? Ok, good.

At Link & Drink, use art as a great ice breaker when meeting new friends. Especially if you attended First Thursday before, chat about what you liked, conversations you had, perhaps an artist you met. The art world can be intimidating, thus my goal for you is to make contemporary art accessible, enjoyable, and a point of commonality amongst educated professionals. I consider myself lucky to have been brought up in a very artistic home. My mom is, to this day, extremely creative – she paints, makes jewelry, and (along with my dad, collects modern art.) Although I can distinguish many artists from one another, I still have so much to learn. The more you research, the more you uncover. It is a fascinating world and this leads me to introduce to you all the “beta” launch of Linx Dating’s first “society offline club.”

A friend of mine and publisher of the Stark Guide to San Francisco, Marianna Stark, approached me about putting together a monthly “salon” style evening inviting interested guests to her Russian Hill home, where you are able to meet new friends, perhaps see familiar faces, and importantly emerge yourself in the art world by listening to local artists discuss their work. Dinner to follow. We feel this is an exciting evolution for Linx and the wonderful thing is that it is not just limited to Linx clients or those who are eligible. It is about bringing people together who want to learn and grow intellectually and bring alive their passion for art. Thanks to Marianna for being so generous in hosting this event. The actual date and time has not yet been set. We ask anyone who is interested in the Linx

art salon evening at Marianna’s home to email both Amy and Marianna requesting to be placed on the invite-list. amy@linxdating.com and mstark@thestarkguide.com or Marianna’s mobile (415) 609-8877.

May Saint Valentine bring you an abundance of love, perhaps a new kiss, a moment of irresistible passion ... or more ...

See you in March 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. 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!

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

MEN 25-35, Caucasian or Mixed heritage, 5'10" and up, fit, and your sense of style is a little more on the preppy side. Think Jake from Sixteen Candles - every girl's dream guy. You're probably Ivy League educated, if not, you went to a very good school. In college you probably went the Greek route. Now you are firmly rooted with a successful upward trajectory in finance, the legal field, or as a consultant with Bain or McKinsey. Integrity is something you value in yourself and in your dream girl. Family values are also important to you and you have a healthy relationship with your family. Personality wise - you have a great sense of humor and are generally easy going in nature when not at work. This broad search fits the profile of a handful of our very cute and spunky female clients in their mid to late 20's.

MEN 28-38, Asian-American (Singaporean, Taiwanese, Korean, Chinese, Japanese) 5'7" and up. You are rooted in family values and your relationship with your family is good, if not amazing. You're very well educated, firmly rooted in a successful career, and would be described as an alpha male and powerful at work, but kindhearted and romantic at home. You are looking for an early 30's petite, very well educated, and family centric Asian American girl, someone you can call incredibly smart yet incredibly sweet and loving too. Our client is the whole package.

MEN 30-45, any ethnicity. You are fitness minded, taller, and quite cute! Adventure is high on your list, as are intellectual discussions and anything cerebral. Maybe you're an entrepreneur and are successfully backed by investors. Perhaps you're an investor who has entrepreneurial experience now investing in cool start-ups. Personality wise - you're comfortable in social situations but don't need to be extroverted in order to qualify - in fact you are shy at times. The perfect weekend might include a hike, seeing a great movie, and cooking together with a great bottle of wine. In any case, you are looking for that missing piece being "the one." This broad search fits the profile of a few of our exceptional female clients.

MEN 35-55, Caucasian, 5'10" and up, All-American, and fit. You have a quiet confidence about you and were raised with manners and take pride in being chivalrous. You are successful, well traveled, love dining, and fitness. Ideally you have post graduate work behind you. This broad search fits the profile of a few of our female clients.

MEN 50-65, African American or Caucasian, 5'8" and up, generally fit, and with high energy. You're previously married, perhaps with grown children, and weary of online dating. You have traveled the world, are passionate about life in general, and your intellectual curiosity is what keeps you up at night. You might be still working, or semi-retired in a very successful career. You're looking for a woman who is very smart (PhD), sensual, upbeat, well traveled, loves political discussions, and jazz music. Our client is quite accomplished and is looking for a man to "be the man" and embrace her in a lifetime of happiness.

FEMALE CATEGORY: Note, the clients we are searching for are based in the Bay Area with the exception of one search in Seattle.

WOMEN 23-33, any ethnicity. You're attractive, fit, mature, and classy. Friends describe you as warm, organized, optimistic, nurturing, sweet - and you never forget birthdays! In college, you did the Greek thing and out of college you have a nice network of friends that you hang out with when not working. You might be in a creative field - like GAP Inc, or in PR. You're social and perhaps volunteer through organizations like the Junior League in SF but would be willing to date an amazing commitment-minded man who is based on the Peninsula. Having kids one day is pretty high on your list but first and foremost is finding the commitment-minded man. This search fits the profile of a handful of our bachelors.

WOMEN 25-37, any ethnicity. You are petite, 5'0"-5'6", graceful, and self-assured. Your friends might describe you as an old soul and while you are independent, you are seeking a mate who will travel the world with you and be an incredible provider. Our client is looking for women who are ready and willing to embrace Judaism (he grew up reform but follows conservatism). He is a very successful mid-30's gentleman who grew up in the Midwest and is very well rounded and well traveled. Our client is an excellent conversationalist, loving, and has the DNA to be an excellent Dad one day. This year is his year to find "the one."



SPECIAL CASTING SESSION (cont.)

WOMEN 26-34, Caucasian. We're not going to hold back here...let's be honest, men turn heads passing you. Maybe you are naturally slender and have great genes or you're religious about your gym workouts to keep fit. You have the "LA look" and the "Einstein brain." Too much to ask? Your IQ is super high and in college you were the girl that rocked her exams. Maybe you attended Stanford? You are quirky at times, cerebral, sexy in your own way, and if you have a musical inclination...the icing on the cake - speaking of which...maybe you bake too. You've never been married before, are not religious, nor anything ordinary. This is for a client of ours in his late 30's who is very smart and successful. He is handsome, funny, and far from average.

WOMEN 28-38, Caucasian. You're a naturally gifted athlete and fitness is your life. You're Ivy League educated or attended a top 10 school. You are grounded, a team player, kind, and have a strong moral compass. You aren't into flash and excess. This is for a very handsome client of ours who is 38 (think Tom Cruise but taller), PhD, and focuses his time on education, charity, fitness, and authoring books. He is focused on giving to others and selfless acts of devotion versus spending and material things.

WOMEN 27-37, Caucasian, very fit, naturally attractive - blond is the icing on the cake for our client. You live in a world where your devotion to yoga suspends any stress you feel and through your calming and spiritual practice, you achieve the awareness and happiness you desire. You are a lifelong learner, a giver, and a great lover. Your interests include everything from fine dining, great wine, dogs, and jaunts to Hawaii and philosophy. This search is for an exceptional client of ours who is early 40's, a successful CEO, and someone who balances himself out through yoga, beach relaxation, fabulous wines, and incredibly deep conversations.

WOMEN 35-45, Caucasian, Asian American, or European. Based in Seattle. You are 5'2"-5'7", slender, and would best be described as petite. You are calm, worldly, smart, and very sweet. You love living in Seattle and plan to stay there. Interests might include: reading, poetry, art appreciation, cooking, films, yoga, and rollerblading. You are looking for a man who is fit, smart, successful and based in Seattle. He is what we would describe as a true Renaissance man.



RECENT LINX TESTIMONIALS

"When Amy first brought up the idea of a mock date to me, I honestly wasn't sure what to think. I had some initial reservations about it. Will it actually be productive, did I really need it, would it be worth the investment, will I learn anything worthwhile from it; to name some doubts that popped in my head at the time. After listening to Amy explain the experience to me in more detail, and answer all my concerns/questions, I decided to give it a shot. Figured I would only gain from the experience, and trusted Amy would not only make it a comfortable experience for me, but a positive and fulfilling one. After a date coaching session, and the mock date itself, I'm really glad I decided to go ahead with the experience after all... I not only learned a lot about my dating skills in general and what I needed to work on, but learned a lot about myself, which really transformed how I approached future dates. The entire experience was well organized and professional, from the initial date coaching sessions, to everything leading up to the mock date itself. As the actual mock date night approached, it was a bit nerve racking at first. Wasn't sure what to expect, but as always, Amy couldn't have made me feel more relaxed and at ease. She picked a perfect match for the mock date and a nice setting for the evening. Once I got past the initial nerves and focused on what I learned from my date coaching sessions, the mock date went well. Turned out not only to be a memorable learning dating experience, but an enjoyable evening. I left knowing that I would never approach dating the same again and, since then, my dating experiences have been nothing but positive." ~ 30 something male exec in finance

"Although it's only been a month since I signed up with Linx, Amy's superb professionalism, attention to detail, and personalized service thoroughly impress me still. Originally, I didn't intend to enroll at the VIP level and was skeptical of the value of "extended search" at this level, as my past experience with another high-end matching service at the VIP level proved to be disappointing. However, I'm happy to say that so far Amy has not only delivered what she promised in the first month, but also exceeded expectations. Although we haven't found the perfect match yet, I'm very hopeful and confident that through the feedback I provide her with after each match, Amy will no doubt refine her search on my behalf and deliver! If nothing else, Amy is a great inspiration, mentor, and role model for women professionals in the Valley, as she exemplifies success, beauty, wit, and intellect." ~ 30 something female exec in tech

Art Inspired Link & Drink - March 4th, 2010 St. Regis Hotel, San Francisco

Network your way to professional success and join us at Link & Drink on **March 4th** from **6:30 - 9:30pm**. As most of you know, Link & Drinks were created to bring together a diverse crowd of professionals who see a huge value-add in networking with like-minded professionals (industries being represented include finance, healthcare, academia, tech, law, and tons of talented entrepreneurial start-up founders & employees.)

As this particular event is art inspired, there is an optional art gallery crawl for those who wish to attend *prior* to Link & Drink. This is free and part of the San Francisco Art Dealers Association's 17 year old tradition called "First Thursday" when the downtown galleries are open late to fete their exhibiting artists. Many of these galleries are within walking distance to the St. Regis. So walk on over to the hotel when you are done.

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

LOCATION of Link & Drink for networking: THE ST. REGIS HOTEL, SAN FRANCISCO, HOTEL BAR/LOUNGE ~ 125 3rd Street (between Howard & Mission Street), San Francisco. ** Note, we do not buy out this hotel space like we do at other hotels. As a result, the St. Regis can get very crowded with their hotel guests and you all on top of that, and they often have limited bartenders on staff. **

LOCATION of Art Galleries for "First Thursday": Check out www.firstthursdayart.com for all the details and a helpful map. 49 Geary, 77 Geary and 251 Post are the hotspots

DATE / TIME: March 4th, 6:30-9:30pm. Please note that if you are attending the optional art gallery "First Thursday", the galleries are open from 5:30 - 7:30pm. Link & Drink will commence at 6:30pm but arrive whenever, especially if you are enjoying the art galleries first.

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. Also bring cash for the bar for simplicity sake.

HOW TO RSVP? You absolutely must RSVP. If you are bringing friends who are not part of this mailing list, they absolutely must RSVP too. Everyone, RSVP to amy@linxdating.com



Amy Andersen
Founder & CEO
Linx Dating, LLC

amy@linxdating.com

www.linxdating.com



See you at Link & Drink!

SAVE THE DATE: Link & Drink March 4th, 2010