



Get your flirt on...

Summer is all about romance... Will you find it?

By: Amy Andersen

Summer is heating things up at Linx and I am absolutely delighted to publish another edition of Dating Confidential. As you know, we don't send out newsletters that often, and we certainly don't spam, tweet, or generally contact you unless there are some really good pieces of noteworthy information.

Since August 2008, San Francisco Magazine has been following Linx Dating in working on a feature story that is - drum roll - coming out to newsstands this summer! This is a very celebratory occasion as the momentum has been building for a year now. As you will soon read, the magazine followed my

team and our client to New York last October on an epic journey which documented my VIP client's quest for love. Through the months, the magazine has gotten to see many of the day-to-day operations that makes this business run so successfully.

San Francisco Magazine will also share how matchmaking is such a complex and emotional business - we regularly face a myriad of unique day-to-day situations such as non-communication from clients, the evolving role of technology in our operation, the how and why of the unusual Bay Area dating scene, and my relentless perseverance in growing Linx.

Neither my staff nor I have seen the story ahead of time, so you can imagine that we are on pins and needles with excitement and curiosity. Of particular interest is that San Francisco Magazine has not done a dating-related feature story since February 2004, so this will be a welcome chance for curious readers to get caught up to date about the current "scene" in the Bay Area. After I had developed the concept for Linx and taken the entrepreneurial plunge to start my company back in 2004, I remember vividly the issue in which the magazine had documented the dating scene back then. I thought to myself: "if only one day, they would



summer (cont.)

write about my company.” I feel so honored and blessed that my time has come.

As part of our celebration leading up to August, we are throwing a fabulous soiree Link & Drink on July 16th at the swanky new Rosewood Hotel in Menlo Park. This location is absolutely stunning and the setting will be perfect for a warm July night. We expect a packed house so if you plan on making it, tell all of your professional friends to join, but to RSVP right away, before it is sold out. We will have multiple cash bars, lounge music, and the most idyllic setting imaginable, overlooking the foothills of the Santa Cruz mountains. Keeping with the

general celebratory theme, we are throwing another large invitation-only Link & Drink on September 24th in San Francisco. This Link & Drink is still in the works with location, so stay tuned for an August newsletter promoting it.

On to general business: the Linx network continues to see tons of successful couples linking up, some taking the first step to becoming exclusive and others saying “I Do” at the altar. We have two recent marriages to report (that we know of) and a Linx baby on its way due end of summer.

I personally can’t believe June marks one year since I was married; how time flies. My honey and I think being married is awesome and the bond that solidifies the two of us has become so

strong as to make us resilient to the everyday ups and downs that life throws our way.

I truly look forward to seeing you all soon at Link & Drink and toasting to summer, romance, and a bounty of excitement and joy.

With gratitude and regards,



Amy Andersen
 Founder & CEO
 Linx Dating LLC



Linx Dating’s Ways For Men and Women to Stay Sexy and In Shape for Summer...

Cardio Kickboxing. These classes will kick your butt into high gear and get you looking trim and svelte for summer dresses and for the guys out there, your abs will rock. Hint, women like a guy with great abs. Plus, at gyms like Equinox Fitness Palo Alto, can you say "target rich"? Guys, there are hot girls, and girls, the babes abound. Who said you can't flirt while sweating? If you're interested in trying complimentary group fitness classes at Equinox (and checking out the eye candy), contact Rachel Livingston at Rachel.livingston@equinoxfitness.com, or mention "Linx Dating Network" for information on the club's exclusive Linx member packages. Summer is the perfect time to re-commit to those fitness goals-- and reap the benefits on the dating scene!

Bleach your teeth. Everyone seems to snap tons of pictures at events in the summer, so why not have your teeth looking picture perfect. Especially when you are out there dating, no one wants to see yellow or stained teeth. If you can't afford getting custom trays at your dentist, do the drugstore route and buy Crest Whitestrips. I should be getting sponsor dollars for the plug for this one!

Spray Tan. From the dead of winter and into the sunlight, a pasty bod is not a good look for even the best looking guy or girl. Please do all us a favor and go to a high-end place and get a custom spray tan before revealing yourself especially in the bikinis or trunks. In all seriousness, a spray tan is a great way to look like you have been kissed with the sun without the damage. Why be exposed to UV rays and have to do the dermatology route for melanomas, when

stay sexy (cont.)

... essentially get the same look as the sun without the detriment to your skin. The perfect spray tan (mystic tan) is when one of the technicians sprays you, versus the machine that can do it. Sure it's a bit of an odd concept to be naked in front of a stranger spraying you silly, but the look is worth it.

Gain a dose of healthy self-confidence. It's a fact - people like to be around other confident people. Try walking down the street and standing tall - arch your back, walk with a purpose, and make eye contact with everyone you see. Smile and "own" yourself and what you are all about.

Power shakes. To feel good, you gotta eat good. For a wedding present, we received an extraordinary blender that can blend anything perfectly. You know how some blenders will mix, dice, and chop, but then leave you with clumps of ice or fruit and a broken rudder? Not this one - it's called the "Waring Pro." I like making a morning shake with a cup of organic orange juice, two cups of ice, a squirt of honey, a small organic banana, and a couple scoops of frozen organic mango. At the end of the blending, I add a packet of "Jay Robb Whey Vanilla Protein Dietary Supplement." This is available at Whole Food Markets. It tastes so much better than any smoothie you can buy elsewhere and is loaded with lots of nutrients essential for a healthy mind and body.

Step outside your current thinking. What I mean by this is that so many people I come across from friends to clients restrict themselves by believing that there is this "ideal" man or woman out there. Some of our most successful couples who are married are individuals who removed preconceived notions about who their "ideal" was and were willing to trust my team where we could expand their horizon a little. By opening up new possibilities for matches, many of our clients saw a dramatic shift in the chemistry they ultimately experienced. Apply this strategy when you are out there dating on your own and see what happens. If you are a girl who has always been into the tall, dark, and handsome finance types but aren't hitched yet, mix up your routine. It might not be working for you. If you are a guy who always dated the petite brunette who was a college athletic type, try someone totally different while respecting your core values at the same time.

Have coffee with someone smarter than you once a week. Sound funny or odd? Some of the most successful people I know make a point not only to hire people smarter than they are, but also thrive by being inspired to think about concepts in a whole new framework. Facebook can prove to be a very interesting tool to connect with amazing people. I recently became Facebook friends with a CEO of a genetics company. I then decided to connect this CEO and my CTO as I felt they not only had a ton in common but that influential synergies would align them. Turns out they did have a ton in common and gained so much from that simple coffee. Although I know nothing about genetics testing, I look forward to sitting down with this CEO and learning from him. It is not only a very hot topic and a regular part of the buzz around the Valley but I'll also learn something new.

Cleanse. We live in a world surrounded by pollutants - these are found in our natural water, bottled water, food (who knew fish could have so many toxins in it like mercury!), clothing, building materials, and cosmetics to name just a few. Reduce your toxicity by drinking tons of vegetable juice, clear organic broths, sipping herbal teas, drinking filtered water, and maintaining a healthy life balance filled with good sleep, fitness, and reduction of stress. Try to incorporate harmony, stability, and cleanliness into your diet and surroundings. You will feel the difference almost immediately. I just started reading a great book called "Clean" by Alejandro Junger, MD. This book provides readers the tools necessary to support and reactivate our detoxification system.

Sunglasses. Sunglasses can shape your face and create the perfect look for summer. Ladies - do big black shades – think Holly Golightly in "Breakfast at Tiffany's." Guys - think tortoise shell shades as James Dean or Jack Nicholson would sport. Ray Ban and Tom Ford are two great brands for guys who want to look hip without trying too hard. Glasses give the right flair and attitude for any stylish person out there. Apply #4 to this approach and you will be oozing sexiness.

Scent. Scent is one of the most powerful tools that effect human emotion and reaction. We all know what it is like to be in an elevator on a hot summer day with a stinky smelling person who, well, you know, didn't put deodorant on but we also certainly know what it smells like to brush up against a handsome guy in line for coffee who smells irresistibly delicious. I am a huge believer in scent when it comes to attraction. So, for the ladies out there, trust me on this, go buy anything with vanilla and cherry tones in it. Sephora is the perfect store to let you squirt on scents and take home an array of samples. And for the guys out there, what woman doesn't drool over a guy sporting Lactose Essential or Capri

Let's talk turkey... Adrenaline anyone?

Linx is partnering with upscale adventure travel operator, **Global Adrenaline**, to offer our network the opportunity to travel to Turkey this fall on an 11-day active journey. Join Linx and Global Adrenaline on the inaugural departure of **Turkey Explorer: From Istanbul to the Turquoise Coast**. Global Adrenaline is offering this trip at a substantial discount to its own network of educated professionals and to Linx members, as this will help them gather important feedback that will ensure a smoothly running trip when they ultimately offer it again in the future to their regular clients - alumni travelers from top academic institutions.

Explore cosmopolitan Istanbul with an expert guide, mountain bike through the surreal landscape of Cappadocia and relax on a private *gullet* (traditional Turkish sailing yacht) cruise along the Turquoise Coast while enjoying luxury accommodations and fine dining. Trip dates are **October 1-11, 2009**. The trip price is \$2,990 per person in double accommodations (\$2,870 per person if paying by check). Single rooms are available for an additional \$1,000. This trip is open to Linx members and friends. Ten (10) lucky travelers will be a part of this exclusive opportunity, so contact us soon for additional details as the trip is sure to sell out!



For more information, email info@GlobalAdrenaline.com or call us toll-free at 1-866-884-5622.

Link & Drink - July 16th, 2009 Rosewood Hotel, Menlo Park

Network your way to professional success and join us at Link & Drink on **July 16th** from **6:00-9:30pm**. As most of you know, Link & Drinks were created 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, and tons of talented entrepreneurial start-up founders & employees.) These are not singles events – instead, the main theme is networking!

We are thrilled to be hosting our latest Link & Drink at the new swanky and sophisticated **Rosewood Hotel** in Menlo Park (you have probably driven by this location a bunch right off of 280 and Sand Hill Road when they were doing construction). 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. I have hired multiple bartenders to accommodate the crowds (we anticipate 400+ attendees), as Link & Drinks seem to keep growing in popularity! For simplicity sake, please bring cash to make buying drinks more efficient.

We are extremely fortunate that **Stephen Silver Fine Jewelry** out of Menlo Park will be a proud sponsor for 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 Hotel. Thanks to Mr. Silver for being so generous and allowing us the *sparkle* and *shine* for Link & Drink.



Amy Andersen
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DATE / TIME: July 16th, 6:00-9:30pm

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

LOCATION: The Rosewood 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)

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 celebration - 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



See you at Link & Drink!

SAVE THE DATE: Link & Drink September 24, 2009