

San Francisco



The Art Issue

AMY ANDERSEN

**FOUNDER & CEO
LINX DATING LLC**

“Dating apps have met their match. No algorithms. No Apps. Just Intuition.”

What sets you apart in your industry?

For 17 years, we have prided ourselves in taking the high road - building a business set on the foundations of hard work, meeting the highest standards for success, and the underlying core values of integrity and ethics. Linx represents a very diverse client base in which all members are treated with respect and fairness- as just one example, in an industry where typically men are the only paying clients and women are just some ‘number’ in a database, we are particularly proud to represent females as clients.

What inspires you most in your work?

When I see a prospect initially come into my office lacking confidence and having doubts about being able to succeed in dating, it strikes a deep chord in me, as it is a time of vulnerability. This often happens to people as they reenter the dating market after a divorce. Once we start working together and (s) he experiences some success through the process, I see a beautiful transformation from self-doubt to rockin’ a new found status and actually learning to embrace the journey and a new chapter in life. To witness that evolution is, for me, awe-inspiring.

What is the best advice you can share?

“Put your own oxygen mask on before assisting others.” We have heard that countless times on airplanes and it is a metaphor for relationships. Love yourself, first and foremost. If you don’t genuinely respect, love and take care of yourself, you won’t be primed for a healthy and stable relationship.

How does your background bring a unique perspective to your work?

I was born in San Francisco, raised in Marin County, and have resided in San Francisco and Silicon Valley for most of my life. I understand the dating and social landscape in the Bay Area and pride myself in being extremely well-networked.

Typical day?

Coffee first and foremost, morning run rain or shine, emails, client meetings back-to-back (virtual or in-person distanced and safe), cooking, family dinner together, more emails, and unwind with some Netflix and our dogs. Rinse and repeat.

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