

Ep 221 V2 Amy Andersen Replay

Wed, Aug 06, 2025 11:22PM • 24:40

SUMMARY KEYWORDS

midlife empowerment, dating strategies, self-love, matchmaking, entrepreneurial expertise, societal pressures, ideal match, dating apps, personal growth, visualization, networking events, financial independence, relationship advice, dating challenges, personal strategy

SPEAKERS

Jen Marples, Speaker 1

Jen Marples 00:10

Jen, hello and welcome to the Jen Marples Show. I'm your host. Jen Marples, founder of the Jen Marples agency, mentor to women worldwide, and your number one champion and cheerleader dedicated to helping you embrace and rock midlife. The Jen Marple show has one goal, to empower you so you can go out and power the world. So each week, I'll bring you conversations with incredible women who will inspire us, educate us and motivate us to live our best lives. I also pop on solo to share my best advice, tips and tools to help you unapologetically go for your midlife dreams, embrace your age and become unstoppable. If you are looking for a change, ready to up level your life in business or pivot into something new, then this is the show for you. And know this, you're not too fucking old to step into the midlife spotlight and claim all that you desire. It's your time to shine, and I am so glad you're here. Hello everyone, and welcome to the Jen Marple show today. I have a beautiful guest and someone who I have known peripherally for many, many years. So I'm very happy to have Amy Anderson here as my guest. She is the founder and CEO of links dating that is a matchmaking service. So ladies, we're going to have an expert on here today, because I know half of you listening are divorced or single and want information, because we know the dating world is hard at midlife. Amy is known as the cupid of Silicon Valley, and she's had her business for almost 20 years, and so she is going to share her entrepreneurial expertise with us today, as well, as you guessed it, a ton of information that we all need about trying to navigate dating at midlife. So Amy, welcome to the show. Thank you so much for being here.

Speaker 1 01:54

Thank you so much for having me. I'm just really grateful for this opportunity and humbled by the experience

Jen Marples 02:01

we've got midlife women listening, and so many have gone through divorce and or are still single and they haven't found they haven't found their mate, and they're in their 40s and maybe going into their 50s. What do you see out there, and what advice would you have for them? Importantly,

Speaker 1 02:19

the timing has to be right for women listening, don't feel that you need to be with somebody if it doesn't feel right. I think us women, there are so many different societal pressures when to get married. The right type of wedding to have, right the right type of mantinary when to have a child, how many kids to have that sometimes and often, many times, I think women kind of lose their own identity through that because of all the external pressures that we feel. And so I tell women, it really needs to be on the right timeline and feel right where a woman is settled in her life, and she feels really good about herself, and she feels powerful from within, and she loves herself, is kind of like, corny as that might sound like. It really starts with self love, and if you love yourself and feel good about where you're at and you feel that the timing is right from you, then there's a ton of strategies that I can give listeners in terms of kind of thinking out what that would look like. So I think one of the most helpful things is really kind of thinking about the types of men that you have dated, or you know, the man that you were married to, and the aspects of that that didn't work, and the wonderful qualities about those men that you have been in relationships with or were married to, that you would love To extract, kind of those positive attributes, and start writing those out, literally, pen to paper, writing different aspects out about kind of your wish list as you start to kind of manifest what you're looking for. Importantly, when you're going through this exercise, start with age, a minimum to a maximum. Be realistic. I think it's really important. Like, for instance, if there's a woman who's 40 listening and she's never been married, I would probably tell her to cast the widest net. That net would be 37 on the lower end of the spectrum, to 50 years old, again, 10 years her senior, trying to flex and be really fluid and open a woman who's in her 50s, I'm probably going to say something similar, dipping down a little bit, pertaining to the age range, but also being able to be flexible going up in age, because you never know age is just a number. I mean, it is all perception. There are some people who are 40 that. Look 60 and act 20 and right? So it's it's really just a number. So I think starting with really defining kind of a woman's wish list pertaining to the ideal match is very important, and being very flexible with what that looks like, from age to the physical appearance, race, personality attributes, and remembering to extract key positive attributes from previous relationships and putting that in your wish list, right? If there was wonderful qualities about an ex, well, put that on the list for characteristics, and then begin to define some deal breakers, and those could be aspects from previous relationships or a divorce. Put those down because we don't want to repeat those in the future. So once you have a really nice kind of ideal match wish list, then it's important to really think about where are the types of guys that you're looking for? Where are they living? Where do they reside? For me in my personal life, after that horrific breakup that I had described, I then moved to San Francisco, and I was dating up a storm. It was really the first time I was ever single, and I was like this hamster spinning quickly in a wheel dating a lot of guys, it was like a candy store for me, all different types. But then I found myself kind of anchoring to one type of guide, kind of the perfect on paper, pedigreed type. I quickly realized that that type was not the commitment minded type. He wasn't looking to settle down. I was looking to get serious back then. I was 29 years old. I had goals. And so for me, in my life, I had to really think about, where would the guy that I want to marry reside? Where's he living, you know, what's he doing in his free time? Where's he hanging out? And so that's when, after a eHarmony date that had not gone great with somebody living in the suburbs up in Napa Valley, lovely guy, but just not for me. That's when I realized, ah, light bulb moment, my guy is probably living in the burbs. I literally disrupted the familiar my cozy little studio apartment in the marina, my junior league friends in San Francisco that I would always go out with after work and have fun with in the marina, cow hollow. I decided to move people. Thought I was nuts. My mom, my dad said, Amy, why are you moving your life

is great in San Francisco. My mom said, Amy, all of the guys you'd ever want to marry are in San Francisco. I said, Mom, to be honest, I've dated a lot of them, and they're not interested in commitment. So that's when I moved back to Silicon Valley, to an environment that I knew would be much more ripe and fruitful for ultimately, the types of guys I would like to meet, that one of them, hopefully would become my husband, and that strategy worked well for me. So again, for women, I think it's really important when you want something really bad in your life, whether it's starting your business, whether it's finding love, whether it's a combination of both of those, begin to put yourself in the right environment, disrupt your comfort zone and the familiar, and step outside of that, shake things up and allow that vision to manifest and become true. That's what I did, and that's exactly what I tell women. So you know, as the women listening to this, if somebody's looking for that sporty, athletic guy, then she should be joining as one of her multiple strategies pertaining to kind of, her whole arsenal, if you will, of techniques to find the one. She's joining a high end kind of gym, right? She's maybe doing kickboxing classes. She's doing boot camp. She's joining a co Ed walking club. She's even going to different environments. If she lives in Marin County, she's coming down to Stanford University to participate in one of their kind of CO Ed walking clubs, or hiking clubs at the Stanford dish. Why? Because we're mixing strategies up, and we're being really smart about how to go about finding the one. Not only do we have this kind of ideal match wishlist, we're mixing up our routines. We're being smart about how we spend our time, but we're almost treating it like a second job. I tell women, get a old fashioned calendar, go to CVS or Walgreens, where this becomes your social dating calendar, and you have lots of different ideas on it as part of your strategic plan to find the right guy, the right man. It could be a wonderful book lecture at, you know, a bookstore. It could be again, kind of going to different events, networking events. Commonwealth Club, all sorts of different ways to kind of increase the odds of meeting somebody spectacular. Meanwhile, you are feeling your best, you're taking care of yourself. That is through this process, there's going to be ebbs and flows, ups and downs, bumps and twists, and that's part of the important journey that one really needs to embrace. Don't let you know the naysayers say, Oh, you're crazy doing that. Why would you go down to Stanford, or why are you going to some networking event to try to find your husband? It's part of the strategy and the journey, and you have to kind of follow your heart, and again, this vision to kind of manifest what you're looking for. If you're religious, pray about it. I'm just reading Viola Davis is finding me right now, and literally, one of her friends had told her way back when, if you're ready to find the one manifest that, think about it, that you have to be really clear who is this man? And she said, Well, I know I want myself a black man. I want a guy who has been previously married. I know I want somebody who has kids, because I don't want the pressure to have kids myself. I want somebody who probably was a former athlete, ideally a football player. So she literally got down on her knees and was praying for that, then kind of forgot about it. And the weeks went on, and all of a sudden, this man named Julius, now her husband, came into her life, and he was the kindest, most loving, empathetic guy. She was beside herself, thinking, this has to be a joke, but it was real. She had dreamt about that prayed about that allowed that to become her life, in part of her journey. And so this same principle applies for listeners, that you can achieve anything you want and you deserve a wonderful man who lifts you up and makes you the best version of yourself. You just have to be smart about where he is and the plan. And I think having multiple different resources as part of your whole technique. Get on the dating apps, that's a very easy way to get out there and practice, I tell all my clients, men and women, dating is a skill, and like anything, it takes some practice go into those dates with the energy of a spring breeze, like energetically, light, easy, breezy, carefree, although you might be putting pressure on yourself to make you know this date it and he has to be the one try to

remove that, because when you are just light about it and easygoing and carefree, you're going to find that you're more yourself. You laugh, there's that levity and just it's more energetically fun, and whoever you're out with is going to relax too, and that will allow for chemistry, but more so as we kind of step out of that, it's getting practice low hanging fruit that apps are free, most of them are do that as part of your strategy. Have your friends help you. You know maybe they have a friend. Maybe that friend lives out of town. Well, great. Announce to your crested social network that you'd love to meet a man and you feel really ready, and now is your time. And then if you feel ready to potentially hire a matchmaker, you can always email me. There's a lot of matchmakers out there, and I tell everybody, every prospect, do your due diligence. Like anything, it's a big investment. It has to need to feel really right for you. It's all about chemistry for the matchmaker and the client. So that's why I always do a preliminary meet and greet, and we have to vibe well and really get along. So do your homework, meet with a bunch, see who you like, and feel good about it, but you really have to be ready. And again, it's all about the right timing.

Jen Marples 14:06

That was such fabulous advice, because we give a lot of the same advice for women who are starting a business. So it's putting yourself out there, doing things out of your comfort zone. So it's the same type of thing, basically, for any big changes we want to make, we need to be very intentional about it and approach it with just with what you're saying. So you have to have some strategy behind it. And what I really love, like story about Biola, and just because I'm very big into asking the universe for what you want. And if you stay in that vibration, and you visualize it and feel it, you said she was thinking about it, it's going to happen. It can't not happen. But the other thing you said, too, is to really spend the time and do the work on yourself, because you're not going to attract if you're like in a really sad just kind of still trying to find yourself state, because it's a very huge life event to go through a divorce, or if some if somebody's widowed. So we've got those two things happening. Allow yourself the time to process it. Yeah, and then just make sure you're feeling healthy, happy and whole, because that's going to be the right time to go out there and date, because no one wants to go anywhere, to find a job, to find a man, to find a partner, whatever it is from a state of lack and despair and neediness, it's taking that time to come back to yourself. So I think that's really important advice. And I just love that, because I hear so many stories of women, and it's kind of like the dating pool seems small, but you're actually saying it's as large as we want it

Speaker 1 15:27

to be. It is expansive. It's exciting. There are endless possibilities. I mean, I get very excited about this topic because it's huge, right? It's just a matter of being really intelligent about your strategy. One kind of funny side note, just as you were sharing, just being strategic about hurting yourself out there. So when I was first starting links, I joined, and this sounds ridiculous, but it's true, I joined a co Ed bowling league, and it was with other, you know, founders and young CEOs and some venture capitalists, and it was the corniest thing ever. But ironically, I actually made some very valuable contacts business wise, at one of the bowling nights in Palo Alto. Funny enough, I remember exchanging business cards with a woman named Jessica. Didn't think much of it. Jessica was a journalist for the San Francisco Chronicle. About two weeks later, Jessica wrote me, and she said, Amy, I would love to do a story on you. And she said, It's actually for Valentine's Day. I don't know if you would be up for this. And I said, Absolutely. She said, Okay, great. Let's do a photo shoot tomorrow, and we're going to print the story in 48 hours, and it was extremely last minute. It ended up being on the front cover of the Chronicle, which

for me, this is 2007 was one of the most kind of seminal business moments. And had I not joined that kind of hokey bowling league in Palo Alto I would have never have met Jessica. The fact that she believed in me and put my teeny, tiny little business links on the front page of the Chronicle was a game changer for my business. Like, literally, that day, there was hundreds of emails coming in. I want to sign up. I want to pay it was crazy exciting. And so again, it goes to show disruptive, familiar, do things outside of your comfort zone, go in with a positive can do attitude and smile and meet people and be friendly. You never know who you're going to meet. I'm a big believer in that you never know.

Jen Marples 17:44

So glad you shared that story. And of course, having owned a PR and marketing firm to be on the front page of the Chronicle is no small feat, and that's like, incredible. You don't know who you're going to meet, and that's why we're always encouraging so disrupting everything in business and life, anything you want to do, to meet new friends, to meet a new guy, to meet new business contacts, or get featured in The Chronicle or whatever publication of where you live, get out of the zone, because if you keep doing the same things, you're going to keep experiencing the same things. Nothing's going to change

Speaker 1 18:13

exactly and as I mentioned earlier, I knew that in my personal life when I was living in San Francisco in my cozy, little, adorable studio apartment, I could have stayed there, and the years could have passed because my life was very cushy and good, and there was, frankly, nothing wrong with it, but it scared me to think that the years could pass and all of a sudden I'm 10 years older and still in the Same place, single and searching, there was like a gravitational pull for me. I just knew, kind of almost like a magnet pulling me down to Silicon Valley. I have to change something, and it was a very important thing, because then I met my husband,

Jen Marples 18:55

it's just such great advice for whatever you're looking for. So let me ask you this, because I know you're gonna have very specific information. What do you think the biggest challenges are for women at midlife?

Speaker 1 19:08

I think at midlife for women, I think it's sometimes not necessarily having the conviction to follow their passion and what they want to do, and just being comfortable with where they're at and saying, oh, you know, I'll, I'll leave it to my girlfriend to start that thing that she wants to do, or I'm busy, I'm happy, you know, with my life. And I think it's really important to follow your dreams, to have that conviction and obsess about it and follow what you want to do, follow your path and your journey, and have your community support you, and if you are with a partner or husband, have that individual be your greatest champion, and know that life is too short to not pursue what you want. So I do see that with quite a few. Women, where they have this idea, but they never fully execute it. They never fully pursue that and allow that to take shape and action, because they're, I don't know, somebody else is going to maybe do it. And on that note, somebody else is always going to be doing something, probably similar. There's always going to be competition. Competition is good. It's what allows for, you know, a really thriving economy and marketplace. So don't get distracted by what I would call the noise. Focus on what you

want to focus on, and really go with just such tremendous gusto and have your wonderful friends support you through the process.

Jen Marples 20:38

I love that. I have a couple final questions, though, before we wrap up, but I could talk to you forever. Well, you mentioned one book, but do you have a favorite book or a resource you want to share with everyone?

Speaker 1 20:48

Absolutely. So I have some good summer reading for the listeners. In terms of relationship books, what I tell my clients and prospects to read? There's a book by a young woman. She's a Harvard educated data scientist and researcher by Logan Ury. And the book is called How Not to Die Alone. Kind of a jarring title, but a very good book. And then a couple of others, if you want to write them down, these are called Wired for love and getting the love you want. And for those that are married listening the Seven Principles for Making marriage work. By John Gottman, thank you

Jen Marples 21:28

for all that. And we're going to link all those books in the show notes. So don't worry about scribbblings. You guys can just click the show notes and get all those books, add them to your Amazon cart, because I'm going to be doing that. So my final, final question for you is, what do you think the best thing is about being at midlife.

Speaker 1 21:43

For me, it's being my own boss and not really having a care and just owning it, like having fully stepped into my own power. And like being my own boss and being the boss, to me, it's just it is the most exciting dynamic, empowering, inspirational thing that I could have ever imagined. A lot of that for me is running my own business, being financially independent. That for me is really there's a lot of power in that. If I want to buy, you know, a Chanel bag, I'm going to buy it, because I made that money, and that, for me, feels so good. And to kind of look back at the girl I was in my early 20s, when I was with that controlling, jealous man who said I wasn't allowed to start my business. I had no money, and I would have had to ask him for the bag, and he probably would have said no. Maybe he would have said yes, because he had the power and for me to have come into my own, owning this and my life feels so great, I would have it no other way.

Jen Marples 22:53

Oh, I love that. Where can we find you support you find out more about your services and get

Speaker 1 22:59

connected Absolutely. So my website is content based, and you can visit linksdating.com that's L, I n, x, D, A, T, I N, g.com, and then also on social media, which is ever changing. My Instagram is ms dot, lynx dating. So m, s, dot, l, I n, x, D, A, T, I N, G, and feel free to please email me. I love to give complimentary advice for any of your wonderful listeners, honestly, it would be my pleasure for any of you to shoot me a quick email. We don't even have to talk about engaging in matchmaking services. If you have any questions related to dating, men, women, relationships, that's my expertise. Other

subjects, I can't help you, but love I can help you. Send me an email. Amy at links, dating.com. That's a, m, y, at, l, l n, x, D, A, T, I N, g.com,

Jen Marples 24:02

awesome, and we'll link all that in the show notes for everyone. Amy, it has been a true pleasure to have you on and thank you so much, because I know just all the information you shared is going to help so many women today, and it's helped me, too. I'm going to get that book, but just everything about putting yourself first and knowing that you're worthy of it and visualizing it, and then you're absolutely gonna get it. I mean, awesome. So I hope you guys all took that away, and we'll start practicing some of what Amy has recommended. And the sky's the limit, ladies, the sky is the limit.

Speaker 1 24:32

Carpe, Diem, it is so true. Well, it's been a pleasure. Thank you so much for having me. Very grateful for this opportunity. You.