www.XiYuSoft.com	锡育软件
I first tried online dating my freshman year of college, which was in 2001, in case you can't see my **wrinkle**.	大学一年级时，我第一次尝试网上约会，那是在2001年，我承认这么说有些暴露年龄。[00:12]
Now, as you may have noticed, I'm six-feet tall, and when I arrived at my chosen university and realized our men's Division III basketball team **averaged** five-foot-eight,	你可能已注意到 我的身高有一米八，当我进入大学校园时，就意识到校男子篮球队（第三区） 队员的平均身高也才一米七多点儿，[00:20]
I **abandoned** the on-campus scene and went online.	所以就当机立断放弃校园约会，而选择了网上约会。[00:28]
Now, back then, online dating was pretty close to the plot of "You've Got Mail."	那会儿的网上约会，像极了电影 《电子情书》里的情节。[00:32]
You'd write long emails **back and forth** for weeks, before you finally met up in real life.	你会连续好几周 写很多很长的邮件，才最终决定约出来见面。[00:36]
Except, in my case, you'd realize you have no chemistry and so now, you're **back to square one**.	除了在我的例子里，意识到俩人根本不来电后，一切又回到原点。[00:41]
So, while online dating has changed a lot in the last 17 years, many of the **frustrations** remain the same.	虽然过去17年里 网上约会已经改变了很多，但其中很多问题依然存在。[00:46]
Because here's what it does well.	以下是网约软件做得好的地方:[00:53]
It **broadens** your pool of potential dates beyond your existing social and professional circles.	它超越你现有的社交和工作圈，拓宽了潜在约会对象群[00:55]

wrinkle: n.皱纹/vi.起皱/vt.使起皱纹 averaged: v.平均(average的过去式)/adj.平均的 abandoned: adj.被抛弃的;无约束的;/v.抛弃(abandon的过去式和过去分词) back and forth: 反复地,来回地 back to square one: 从头再来;退回起点 frustrations: n.挫折 broadens: vi.扩大,变阔;变宽,加宽/vt.使扩大;使变宽

And here's what it doesn't do well.	这是它做的不好的地方:[01:01]
Literally everything else.	除了以上那条之外的所有方面。[01:03]
(Laughter) A few things you should know about me: I'm an **action-oriented overachieving** math and theater **nerd**, who ended up with an MBA.	（笑声） 我先做个自我介绍: 我是一个行动派，数学超好,而且是个戏剧迷。 还有一个工商管理硕士学位。[01:06]
So, when things aren't working out, I tend to take a **step back**, apply my business **toolkit** to figure out why, and to fix it.	所以当事情发展不顺时，我一般会选择以退为进，运用我的商业技能工具 找出问题并解决它。[01:14]
My love life was no exception.	我的感情生活也不例外。[01:21]
The summer before I turned 30, I took myself on a relationship **off-site**.	在我即将30岁那一个夏天，我给自己的感情生活放了个假,[01:24]
Which means I went **camping solo** in **Maine** for a week, to do a **retro** on my **track record** of **mediocre** relationships.	去缅因州独自露营一周，回顾了自己平凡的感情经历。[01:28]
Because the thing was, I knew what I wanted in a partner.	事实是，我很清楚 自己想要什么样的伴侣。[01:35]

action-oriented: 行动导向 overachieving: vi.完成得比预期要好/vt.做得比预期的更好 nerd: n.呆子;讨厌的人 step back: 后退,退后;无意义 toolkit: n.工具包,工具箱 off-site: n.工地外;厂区外 camping: n.露营;野营/v.露营;扎营;临时安顿(camp的ing形式) solo: n.独奏;独唱;独奏曲/adj.独奏的;独唱的;单独的/vt.单人攀登;单独驾/vi.单独表演;放单飞/adv.单独地 Maine: n.缅因州(美国州名) retro: n.制动火箭;减速火箭;(服装式样等)重新流行/adj.复古的,(服装式样等)重新流行的 track record: n.径赛成绩记录;过去的成绩或成就 mediocre: adj.普通的;平凡的;中等的

Kindness, curiosity, **empathy**, a sense of purpose.	善良、有好奇心、同理心，还要心怀大志。[01:37]
And yet, here's what I chose for online: Ivy League degree, six feet or **taller**, lives within 12 subway stops of me.	但是,我在网上写的 要求却是这样的: 常青藤大学毕业、身高一米八或以上，与我居住的地方 距离不超过12个地铁站。[01:42]
It's not that I **intentionally prioritized** those things, it's just the easiest to vet for online.	我不是故意要 把那些东西摆在首位，而是这样的描述在网上最容易筛查。[01:51]
which is why these guys looked great **on paper** and never quite fit me.	这就是为什么这些男人 把自己写得那么棒，却始终不适合我。[01:58]
So when I went back online in the spring of 2016, I decided	所以2016年春季，我再次回归网上约会时，我决定

to reengineer the process through some classic business tools.	用经典的商业手段 来调整我的作战策略。[02:03]
First, I went to OkCupid, because I wanted to avoid the gamification of swipe-based apps.	首先我登陆了OkCupid, 因为我不想再用那些像游戏一样、 需要不停滑动手机屏幕的软件,[02:10]
And also, because I wanted a writing sample.	而且还因为,我想要一份写作样本。[02:15]
Next, I set up a sales **funnel**, throwing out any sense of my type, and instead **defining** the **criteria** that would qualify a lead.	接着我建立了一个销售漏斗模型,列出了我想要的方方面面, 并且直接提供了符合要求的参考标准。[02:18]

An **inbound** message had to do three things: had to be written in complete sentences and with good grammar; it had to reference something in my profile, so I know it's not a copy-and-paste situation; and it had to avoid all sexual content.	给我私信可以,但要做到三件事: 句子完整而语法无误, 还须提到我的 个人简介里的一些内容, 以此证明这不是复制粘贴, 并且还不能出现色情内容。[02:27]
I figured this was a pretty low bar, but it turns out, of my 210 inbound messages, only 14 percent cleared that **hurdle**.	我想这门槛已经很低了吧, 但事实证明,在收到的210条私信里, 只有14%的人全部符合要求。[02:39]
(Laughter) Next, I wanted to meet in real life as quickly as possible, because the things I cared about, I couldn't see online.	（笑声） 接下来,我要在 现实生活中尽快见到他们, 因为网上看不出他们是否 具备我所在意的那些品质。[02:46]
But the research, and my experience, shows you only need about 30 seconds with someone to tell if you click.	但根据研究以及自身经验得出, 你跟某人在一起只需要30秒, 就能确定彼此来不来电。[02:54]
So I invented the zero date.	所以我发明了 "零次约会"。[03:00]
The zero date is one drink, one hour.	意思就是:一杯饮料、一个小时。[03:03]
With the goal of answering one question: Would I like **to have dinner** with this person?	目的就为了回答一个问题: "我想和这个人共进晚餐吗？" [03:05]
Not "are they the one"?	而非 "他们是我要找的人吗？" [03:10]
Literally, "Would I like to spend three hours across the table from this person?"	真的只是, "我想和他在餐桌旁 呆三小时吗？" [03:12]

You tell them you have a hard stop -- drinks with girlfriends, a **conference** call with China -- it doesn't matter, they don't know you.	要提前说好,时间一到 就要立即停止—— 说约了别的女性朋友也好, 与中国那边有个视频会议也罢—— 这些都不重要,他们根本无从考证。[03:17]
The point is one hour.	关键是这一小时。[03:24]
If it's **awesome**, you schedule a first date.	如果感觉很棒的话, 那就计划第一次约会;[03:26]
And if it's not awesome, you **downshift** into **entertainer** mode and you workshop a few new stories for your next **networking** event.	如果感觉不好的话, 那就权且当作娱乐, 为下次网约添几个新段子而已。[03:28]
Plus, because it's just an hour, you can **squeeze** up to three in one evening and then you only have to do your hair and **pick out** one great outfit a week.	另外,因为仅仅只有一个小时, 所以你一晚上可以约三个人, 唯一要做的就是弄好发型, 然后选一套一周里最好看的衣服。[03:35]
The zero date also gave me a chance to see how they **responded** to me asking them out.	零次约会还能让我看到 对方对我的邀约 会作何反应。[03:43]
I figured not everyone would dig my **moxie**, and I was right.	我猜想,不会每个人 都吃我这一套,而事实证明我猜对了。[03:47]
Of my 29 qualified leads, only 15 replied to my message, and of those, six scheduled a zero date.	在精心挑选的29个人里, 只有15个人回了我的短信, 而在这15个人里, 只有6人和我进行了 "零次约会"。[03:51]

My first zero date was with a set designer.	我第一次 "零次约会" 的对象 是一名布景设计师。[03:58]
And we were both into **yoga** and **preferred** our **bagels** with peanut butter, so it looked pretty promising.	我们都喜欢练瑜伽, 都喜欢吃花生酱味的百吉饼, 所以这一切看起来都挺有希望的。[04:00]
But two minutes in, I could tell it wasn't going to be a thing and I was relieved not to be spending dinner with him.	但两分钟之后我感觉没什么戏了,不用跟他吃晚餐,让我松了一口气。[04:04]
After that, I was a little nervous about going to my next zero	之后我对第二次的 "零次约会 "有些紧张。

date.	[04:10]
But we had agreed to meet on the Brooklyn Heights **Promenade** with a **flask** of **whiskey** to watch the sunset, and honestly, it was two blocks from my apartment.	但我们已经约好了在 布鲁克林高地步道见面, 带上威士忌、一起欣赏日落。 实话说,约会地点 离我的公寓只有两个街区。[04:13]
Plus, this guy had a **podcast**, I have a **podcast**, worst case **scenario**, we can talk about our **podcasts**.	而且,他有播客,我也有, 所以,最糟糕的情况 也不过是聊聊彼此的播客。[04:21]
Then, Chaz **set down** next to me.	然后,查斯在我身边坐下,[04:27]

And this kind and **empathetic** man told great jokes and asked even better questions.	这个善良、富有同理心的男人 讲了很棒的笑话, 还问了更好的问题。[04:30]
He was a lawyer and a writer, and his eyes **twinkled** when he laughed and they **squeezed** tight when I kissed him and at some point in the evening, our zero date became a first date.	他是一名律师兼作家, 笑得时候眼睛都闪烁着光芒, 在我亲他的时候,又会紧紧闭上, 所以某种程度上, 当晚的"零次约会" 成了我们的"第一次约会"。[04:36]
And two years later, we have a **washer**, **dryer** and two house plants together.	两年以后,我们拥有了共同的 洗衣机、吹风机和两盆室内盆栽。[04:45]
Now, I can't promise you're going to end up with house plants.	我不能保证你们最后 也会有两盆室内盆栽,[04:49]
But the point of this story is that online dating doesn't have to suck.	但我想说的是, 网上约会不一定总会很差劲。[04:53]
Don't treat it like a game, and don't treat it like a resume review.	不要把它当作一种游戏, 但也不要像筛简历一样。[04:57]
Instead, use it to source and qualify leads and then get **offline** as quickly as possible with the zero date.	相反,要把它当作 搜集优质人选的过程, 然后尽快进行线下的"零次约会",[05:01]
Because the point of this isn't **swiping**.	因为网上约会的目的 不是滑动手机屏幕而已,[05:08]
It's finding your person.	而是找到那个对的人。[05:10]

Good luck.	祝大家好运。[05:13]
(Applause)	(掌声) [05:14]