

# **X & Y COMMUNICATIONS**

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**IN THIS EDITION:** When you make your bed, you've got to sleep in it. Literally.

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## **TELL US WHAT INTERESTS YOU:**

Last week I told you about the brand new blog. I've since updated it with lots of bonus content above and beyond what you get here in the newsletters. One of the most important things about blogging, though, is that YOU get to interact on the fly with Emily and I. To that end, I've just posted a specific request for your input regarding what it is YOU would like to see us cover. What are the topics that you don't see covered well enough when it comes to dating, seduction, attraction and relationships? Perhaps you have something in particular in mind that you believe Emily and I should address. Focused questions and/or major topic ideas are all welcome. Help us answer the questions YOU are asking. Submit your thoughts here:

<http://www.edumckaytion.com/blog>

For your reading pleasure, I've been geeked out about this new blog since last Thursday when I launched it, posting titles like "Embedded Wingwomen" and "The Red Frame Of Death". I'm having a blast hitting some very unique ideas between newsletters. Enjoy!

BTW, the promo we ran last week proved very popular so I'm extending it. Get a FREE How To Manage Your Wildly Successful Dating Life e-book with your copy of Online Dating Domination:  
<http://www.onlinedatingdomination.com>

Feedback on the program thus far has been 100% positive. Guys are already seeing results...which is what we love to hear.

Please note that there is A LOT of other new stuff to report this week, so please be sure to check the announcements at the bottom of this e-mail even if you only gloss over them usually.

Now on to this week's newsletter...

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## HIDE THE AXES AND CHAINSAWS

It's easy for a guy to become entirely fascinated by the concept of becoming a pickup artist. The initial curiosity is, of course, whether or not a guy actually can "pull" women with the ease and fantastically mind-blowing results he's told is possible. For a good number of guys, once they learn some very real skills they soon come to the clear and delightful realization that, "Whoa. This stuff DOES work."

And it's no secret that I readily acknowledge that reality. No doubt: If you work hard enough at "pickup mastery", you are likely going to be able to get the job done.

Next, typically, a guy with newfound PUA skill proceeds to make good use of it. Same night pulls. One night stands. Threesomes. Foursomes. Moresomes.

And to the average guy who has thus far not had a whole lot of positive experience with MOTOS, this stuff is nothing short of tantalizing even in mere principle. And actually getting somewhere in real life with it all? Outrageous!

No argument.

But perhaps an even more powerful reality—and one that's talked about much less often in marketing copy—is this: That lifestyle is not exactly what lots and lots of guys have in mind when they decide they want to "get better with women".

Some of us want quality instead of quantity. In the back of our minds, we all pretty much know that there are TONS of women who aren't "easy pulls". Not coincidentally, they are often the most desirable women overall by any measure. If the mindset is that of having a great woman around (preferably the all-around GREATEST of all time), building a shared history with someone we can have cool adventures with, harboring NO CONCERN over "sexual scheduling" (stay tuned to the blog for more on that), and—go figure—maybe having a real, live kid or two, then the "PUA training" at best has a shelf life.

To those of you guys who take the long view from the very beginning, mad love atcha. You may have missed out on the smorgasbord, but you've saved yourself the heartburn.

Because here it is: If you jump headfirst into the PUA lifestyle, someday you just might decide it's time for a change. It's altogether possible—if not downright likely—that you'll one day decide to uninstall the "revolving door". And you'll be ready to step up to attracting the highest echelon of women out there.

Or, equally likely, you may instead walk headfirst into a brick wall when you least expect it. I have no idea what that "brick wall's" name is going to be, but I do know this: She will be the most amazing creature you've ever encountered. You'll be pretty much distracted from the "mirror foggers" in your black book and ready to cancel your entire upcoming schedule. She'll catch you completely off-guard—a total surprise. She'll blow the other "options" you have away, and when you try to spend "quantity time" with those other women, your mind will be firmly in touch with the fact you'd rather be somewhere else.

Don't confuse this phenomenon with "oneitis". What we're talking about here is brought about by having LOTS of options, resulting in CLEAR RECOGNITION when "perfect imperfection" is in your midst.

And now, the most crucial piece: What will HER reaction to YOU be?

I hate to break it to you, but any incredibly sharp woman's response to a "recovering PUA" will be something to the effect of, "Very nice. But I'm hiding the axes and chainsaws."

What's up with that?

Lookit. Let's say you were convicted twenty years ago of a brutal axe murder. Or a "chainsaw massacre". But you got out on parole recently because of "good behavior". If I met you we might become friends. You know, have a beer...hit the links with a couple buds. And perhaps you would tell me that the past is gone, you've had a "conversion experience" and you are now a changed man. I'd be cool with that.

But I'd also hide the axes and chainsaws.

A great woman's reaction to a guy who has lived the PUA lifestyle, but who is now "ready for a change", will be quite similar to what I've just described.

She's going to watch you very closely. And she's going to take a LONG FREAKING time to completely trust your new frame of mind. In fact, she may NEVER fully trust it. And she has that right.

Think about your entire life ahead before you dive head first into a particular lifestyle choice (even if you are 55 and newly-divorced). This is very much the kind of educated mindset that you must have before getting a tattoo, for example. The decisions you make now must be weighed against future possibilities. When it comes to women, when you make your bed you've got to sleep in it...literally. Deserve what you want.

And I know there are a lot of ladies who read this newsletter. Rest assured that all of the above is fully transferable.

Be Good,

Scot

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**IF YOU ARE CONSIDERING TEN-PLUS DIRECT COACHING, READ THIS:** As I noted last week, demand for Ten-Plus coaching has increased. Considering that Emily and I are expecting our "new arrival" in just a couple of weeks I have made the decision to write a maximum of FIVE MORE Ten-Plus action plans between now and the end of the year. This is a firm number. You must get in on this now or pure logistics will necessitate waiting until 2008 to begin. Take a look at <http://www.dating-coaches.com> and call me ASAP on +1-210-260-6400 or Skype "scotmckay" for the details. Schedule at your convenience regardless of time zone. Results are guaranteed.

**SEVEN DOLLAR SEMINARS FOR GUYS:** If Carl's Jr. can do a "Seven Dollar Burger", then I can do a "Seven Dollar Seminar". I've already launched three of them, each featuring a special guest and each dealing with a HARD-HITTING topic. And YES...each MP3 audio program is only seven bucks. I'd say this is a more fulfilling and nutritious way to spend your lunch money (and part of your lunch hour) than at Carl's, too. Here's the lineup...

Real Seduction And "Seduction Community Snake Oil", featuring Thundercat (every man should hear this audio program):

<https://www.plimus.com/jsp/buynow.jsp?contractId=1721790>

Expert-Level Communication, featuring Sebastian Drake (one of our most popular podcast guests ever):

<https://www.plimus.com/jsp/buynow.jsp?contractId=1721794>

How To Understand Women, featuring Marie Forleo (this is another "must hear" program):

<https://www.plimus.com/jsp/buynow.jsp?contractId=1721758>

**NEW LIVE ASSISTANCE...PRACTICE YOUR IM "GAME":** We've just launched a particularly outrageous new dimension to things around here. In an ongoing effort to provide you with exemplary customer service, we now offer LIVE ASSISTANCE via real-time chat at the time of purchase. As a "value added" experience, you also have clearance to practice your IM game with our "LA Ladies". Think I must be joking? Here's a blog about it in detail:

<http://edumckaytion.com/blog/?p=9>

**REAL-TIME PHONE COACHING OVER SKYPE:** Thanks to a cool new Skype feature, you can now get phone coaching directly from Emily or me in real-time by Skyping "scotmckay". Availability is limited, of course, but the coolest part is that you can take as few or as many minutes as you need at \$2.50 USD per minute. Yes...that's our single session hourly price, pro-rated on a per-minute basis. Try it now:

<http://www.skype.com/go/joinskypeprime?call&skypename=scotmckay>

**MORE VIRTUOSITY ADDITIONS?:** Abso-freakin-lutely. Today I am cutting TWO audio sessions for VIRTUOSITY. One is with a world-class expert on knocking women's socks off. And he's telling all. The other? Only another world-class expert...this time on BEDROOM MASTERY. Character-based sexual skill? You're about to have your life changed. Let's just say this guy, among MANY THINGS, is going to teach you something that at least two other guys are charging lots of money for STAND ALONE programs on. But of course, your ticket price to VIRTUOSITY remains unchanged (well...except for the SURPRISE I have for you at the top of this page):

<http://www.deservewhatyouwant.com/virtuosity/newsletter>

Did I mention that there's no fewer than FIVE OTHER "big names" scheduled to be included the near future? Topics include "How To Have Superpowers With Women".

**POWER SESSIONS AND KEYS TO BLISS:** Power Sessions are for guys. Keys To Bliss are for women. Now is the time of the month where it's almost like getting 2-for-1 since a brand-new edition comes out the morning of the 15<sup>th</sup>. Guys head to:

<http://www.deservewhatyouwant.com/powersessions/men>

Ladies, drop by:

<http://www.deservewhatyouwant.com/powersessions/women>

Remember, a first month is yours at no charge with the purchase of ANYTHING (YES...even one of the Seven Dollar Seminars!)

**THE CHICK WHISPERER #15:** Episode #15 has now hit the street. Joseph "Thundercat" Matthews and I riff about "Having Sex With Her As Soon As Possible". Don't let the title scare you...I'm still the same guy you know and love. Nonetheless, you DO NOT want to miss this episode, and you won't as long as you hit iTunes at:

<http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=218155493>

or the feed at

<http://feeds.feedburner.com/thechickwhisperer>

Get to know Thundy's new Renegade Rapport DVD program by visiting

<http://www.deservewhatyouwant.com/rapport>

and find out what all the fuss has been about regarding that. Incidentally, the voicemail we answer in this episode is off-the-chain...seriously.

**EMILY'S "KEYS TO BLISS" NEWSLETTER:** Many of you still sign up every single time I send out a newsletter, so I'll keep telling you about it. Drop a blank e-mail to [emily@aweber.com](mailto:emily@aweber.com). No subject or text is necessary. Joining will not affect your membership to this newsletter. Incidentally, Emily is 8 months pregnant these days but cranking out newsletters, podcasts, monthly programs, online dating advanced series and other "keys to bliss" as well as she can...

Did a friend forward you this message? To receive this free newsletter on 21<sup>st</sup> century dating issues from X & Y Communications on a regular basis, simply go to <http://www.deservewhatyouwant.com> drop your email in the annoying popup window, and download "Get What You Deserve" for free. Or, just email [xandy@aweber.com](mailto:xandy@aweber.com). Easy stuff.

Questions? Ideas? Comments? Send to [questions@xandycommunications.net](mailto:questions@xandycommunications.net). Your feedback is welcome. If you like what you read, please feel free to forward the newsletter to others. That's how we build our audience.

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**X & Y Communications** is dedicated to making you the most skilled participant in the dating world you can be, at whatever stage of life you are in. It's all about straight talk about the most creative subjects, somehow encompassing moral principles while being neither too shy nor too judgmental to hit the important things head on. The basic stuff you've heard a million times isn't rehashed around here. Enjoy!

Please also note that the information in this newsletter is for entertainment purposes only and is not intended to constitute professional advice.

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