

# X & Y COMMUNICATIONS

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## Reader Questions And Comments

### MySpace My Bad

So how about some more pictures of you and Emily and the kids? I feel like we barely know you apart from the newsletters and the "About Us" section on the Web site.

R-South Africa

*You know, it finally occurred to me that the main websites ([www.deservewhatyouwant.com](http://www.deservewhatyouwant.com) and [www.xandycommunications.net](http://www.xandycommunications.net)) really don't have a lot of info like that, do they? I suppose it's easy to think all of that isn't so important when one is both the author of the content and the webmaster, right? I've always tended to stick to cranking out "dating and relationships stuff", but it looks like some of you want to know exactly who is behind the curtain.*

*To that end, I've finally gotten around to customizing my MySpace.com profile as it should have been months ago. The blog over there has been off and on, but the profile has just been sitting there all generic and what not. Having been inspired by some of my peers, [www.myspace.com/x\\_and\\_y](http://www.myspace.com/x_and_y) now has a bunch of pictures and info that I think reflect what Emily and I are about pretty well. That gives anyone who is interested in seeing some more personal stuff the chance to do so without breaking the flow of the "content". LOL*

*If you are used to seeing other "dating coaches" posing with Playboy bunnies on their MySpace profiles, you are in for a change of pace. You'll immediately see a difference. And hey, life is pretty darned good... So stop by [www.myspace.com/x\\_and\\_y](http://www.myspace.com/x_and_y) and make a friend!*

### Rampant Abandonment

Scott, I read the 29 page book and it is truly amazing. I am 58 yr young, look 40 and have lost the love of my life after 4 children and 25 years. She met a guy online and after 2 days they are planning a wedding. Needless to say myself and the kids are....don't know what to say. Anyway I have had some experience with dating on the internet and my situation is most women don't even want to talk to

the old guy, so I have abandoned this idea. How do I get past this and get them to meet me?

S-TX

*It has been quoted very often, but for good reason. Henry Ford once said, "Whether you believe you can do a thing or not, you are right." Unfortunately, he's no longer around to believe in getting Ford's stock price back up, but I digress... Take a casual look around you. People in their 50s, 60s and beyond are dating all over the place—and remarrying. Heck, Emily was pointing at the Food Network the other day and beaming at how "cute a couple" Paula Dean and her new husband are.*

*The biggest inhibitor of your success right now is simply (but perhaps not easily) your lack of a belief that you can share in such joy. Given the recent shock to your system, that's not surprising. But the fact is that you can't let any more time pass before getting on with things, and it looks like you are about doing just that.*

*No worries...I have just the cure. I think it's great that you look way younger than you are. That should help your confidence. But what should SUPERCHARGE is that your own wife of twenty-five years was able to make some guy so wildly attracted that long-term decisions affecting the livelihood of several people other than themselves were made after two days of knowing each other.*

*If your own wife of 25 years can make that happen, I promise you that you can start dating again...and you will. Internet or no Internet. The e-booklet "Get What You Deserve" (which is FREE by the way from the Web site) is packed with ideas, as you've already seen. Now it's time to put them into action!*

## **Final Approach?**

hi SCOT

Your general philosophy about approaching the chicks really kicks [booty]!!! Treat them as people whose company you enjoy and not make a mountain of it.

I'd like to know how much you've applied this "approach" philosophy and how successful you've been in the last few weeks.

LOOKING FORWARD TO READING ABOUT YOUR OWN PHILOSOPHY

C--France

*Well, seeing as how I'm sorta engaged to the most amazing woman of all time, I haven't been doing much formal "approaching" of women in "the last few weeks". But I do think you have summed up my philosophy on the subject very well.*

*The most effective way to start a conversation with a woman you've never met is to behave as if you've already known her forever. I don't mean "known her" in the Biblical sense here—I'm talking about a light, easy manner of conversation that puts the other person at ease immediately. While "pick-up lines" and the sort tend to derail potential success, the confidence tied to not "expecting" a certain "outcome" from an initial conversation with a woman really helps. And yes...if*

*you genuinely enjoy the company of members of the opposite gender you will always (ALWAYS) have more natural conversations that women enjoy. Actually, that holds true for either gender. If you have an innate distrust of or even distaste for the opposite sex you are going to hamstring yourself here. Hear that, ladies? Friendly women get approached more often!*

*Interestingly, although I am not about meeting women for the purpose of dating these days, I have become comfortable enough starting conversations with women that I still am able to interact with them easily during the course of basic, general daily operations. The reason this is so is that I cured myself of having an "agenda" of trying to impress women when meeting them. If there's no sexual agenda, then the freedom just to joke around and potentially lighten someone's day just for the sake of it is a joy unto itself. Just this morning I was at the drive-thru at Whataburger. The gal said, "Just drive through...I have a bad connection with you." I pulled through and said to her, "You're such a liar." She replied, "What? I am NOT!". I then said, "Oh yes you are. I haven't had a 'bad connection' with a woman since the seventh grade!". She shook her head and laughed, and it felt nice to brighten up someone who is actually working at 7am. But I'll tell you...if you have that mindset and are SINGLE your social schedule is going to fill up fast.*

*Oh...and if you are wondering, the woman at the drive in window this morning was of retirement age and working at the Whataburger to "stay busy". Developing the habit of brightening a woman's day without any agenda whatsoever means that it ceases being a pressure-packed dating ritual and becomes who I am at the core of my being. So, in retrospect, I guess I have been "successful" in the past few weeks.*

## **Tin Pan Alley**

I saw your podcast on podcastalley, and immediately downloaded a few shows:

I heard, with great interest, your podcast on Why Pickup Artists Can't Get ALL The Women. Interesting podcast, but so small in size that it sounded really tinny, a very tough listen.

Any chance that you could put a bigger podcast file for episode3 on your page or on a free hosting site (www.rapidshare.de - allows you a special link to delete, you can track the # of downloads, free) ?

I assume you get loads of downloading of your podcasts, but this one is quite huge to what you are talking about - I've never heard this kind of thing said with such detail (women say I hate pickup guys, no woman wants to be 'picked up.' etc. but that is all one usually hears).

In the mean time I'll read [http://www.xandycommunications.net/archives/pickup\\_artists\\_070506.htm](http://www.xandycommunications.net/archives/pickup_artists_070506.htm)

Just asking..!

G—NY

*OK, your comments are fair enough. So let me hit this one head on.*

*I agree that the first few podcasts are tough to listen to. In fact, astute observers will notice I flat-out retired the first two and made a suggestion in the feed's text that new listeners start with the newer episodes. Basically, Emily and I began podcasting at first simply for the heck of it. This was also back in June when we still had relatively few readers.*

*Since then, a lot has changed and we've learned A LOT about how to make them better. Admittedly, having monthly download numbers registering in the thousands kicked us off our chairs a bit towards doing so. So you've probably noticed that as the episodes get newer they get "easier to listen to", for lack of a better description.*

*Just this week we went to a higher sound quality bitrate at the expense of bandwidth because when the dust cleared that was what people wanted to see. I went back and "remastered" Episodes 9 through 13, so those were retroactively improved. Unfortunately, though, the sound quality on the others cannot be fixed. The .mp3 files as they exist are the best copies I have. Bummer. Especially since I agree with you...the topics we thought of first were very central ones!*

### **What Do Single People Know About Dating Success? (Then Again, What Do Married People Know About Dating?)**

Scot, what makes one a dating coach? Are you like Hitch? Do you get a lot of second dates? Are you still single? If you are still single what makes you an expert at dating? I hope you don't find me rude. LOL I read your article on [www.searchwarp.com](http://www.searchwarp.com) and just thought I would mail you personally and ask that. LOL

Rose DesRochers – [www.todays-woman.net](http://www.todays-woman.net) (name used with permission)

*Hello Rose:*

*Great questions.*

*"Dating coach" is a catchall term for a dating consultant. As there are still relatively few of us out there, the actual job description can vary with the skills and or preferences of each individual professional. I do consultations and field work, as you might imagine, but also have a major focus on producing books and audio programs. I've actually come to realize in recent weeks that most people probably think the term "dating coach" itself is a bit nebulous if not silly, so I've kind of stopped using it.*

*Hitch, although a fun movie, is but one representation of what a dating coach may do--and a fictional one. Although X & Y Communications ([www.deservewhatyouwant.com](http://www.deservewhatyouwant.com)) is our primary brand, DateToOrder ([www.datetoorder.com](http://www.datetoorder.com)) is our latest venture. DTO is a bit closer philosophically to what Hitch may have done, although not quite. We specialize in helping online daters eliminate bad first dates and make better decisions, and can actually*

*increase the odds of helping people get a response from one special person in particular who catches his or her eye.*

*It's funny that you should equate being single with a perceived lack of credibility as a dating coach. That's kind of like asking a psychiatrist if he is qualified to treat mental illness if he is still sane. LOL!*

*Ironically enough, I've been also asked if I thought getting married will render me unqualified as a dating coach. Right now, at this moment in history, I have a pretty good answer to either conflicting point of view. You see, after lots of dating, I have met the most wonderful woman I can imagine and the wedding is set for 12/9. So being "engaged" is the magic answer to both shadows of doubt, right?*

*Ultimately, I believe that marital status has little effect on one's effectiveness as a dating coach. That said, I truly believe that getting married may actually cause me to have to be MORE on top of things since I am no longer actually dating. My fiancée Emily and I are in this together now (starting with a podcast called "X & Y On The Fly" that we host together), so we will help each other with that.*

*I enjoyed being single and dating successfully very, very much. Part of being successful at dating was being able to determine exactly when it was time to choose one terrific woman and marry her. That is what I was fortunate enough to do. That said, unmarried people don't all necessarily want to tie the knot just yet, as I once felt. A successful dating life is a lot of fun, even if you aren't about casual sex.*

*Unfortunately though, whether one wants to date a lot or to find the right person, a large number of people aren't successful. I live for the challenge of helping others become successful as I have learned to be. A track record of dating success is crucial in the dating coaching field, especially given the dating coach having gone through a development process him or herself rather than having been a lifelong "natural". Since I have done just that, I believe in my concepts since I know them to work first-hand. Interestingly, I find myself able to make a positive impact on men and women, which is unusual in my space. I also use my real name, as I have no conflicting views penned elsewhere to a different audience under a different pseudonym. For what it's worth, my educational background lends itself to this sort of thing, although I'm not sure that was prerequisite to my landing here.*

*As for getting second dates, I've dated well over 100 women since my divorce before meeting Emily, and all but one that I desired a second date with was up for it. Considering I nearly stood that particular woman up the first time around (unintentionally), I more than deserved it! LOL*

*Thanks again for your great question!*

**Note:** *Rose DesRochers is a well-known writer and blogger, with high-traffic web sites [www.todays-woman.net](http://www.todays-woman.net) and [www.bloggertalk.net](http://www.bloggertalk.net). We made friends over this email exchange, and she has since posted my articles on her website. In return, I'm happy to introduce you all to her.*

**You're More Than Welcome**

Scot,

Thank you so much for the book. I am really excited that you chose to use my recipe! The other ones look great too and I can't wait to try some new stuff out. Thanks Again!!

Erik Melchiorson--Laetitia Vineyard & Winery—CA (name used with permission)

*You are more than welcome, Erik. Erik's recipe for Beef Tri-Tip with grilled asparagus is in the new book "Cook For Your Date, which earned him a free copy of course". Erik's recipe was one of the coolest ones I received, in large part because it is a great recipe for guys to try out and is written up in the style of a guy who's got that figured out. Great job! Oh, and hey Erik, next time you throw a romantic dinner with your "secret weapon" of a recipe, bust out with that last dessert on page 208. That seems like a perfect way to top it all off.*

*If you are ever in San Luis Obispo County, CA be sure to check out Laetitia Vineyard & Winery. They offer a free tasting session, and have one of the nicest product sets in California. No joke. It's right off of Hwy 1--you can't miss it.*

## **Babysitter Blues**

Scot,

Here is my q; how does a single person mention the fact that they cannot afford a babysitter all the time without being considered a user, cheap, etc? The reason I ask is that I am not comfortable mentioning my funds or lack there-of with people I am still getting to know. It seems that society now places too much importance on a person's fiscal worth, so I am really unsure what or how is the proper way to bring something like this up.

R—TX

*Having had custody of my daughter for much of 2005, I can relate to your dilemma. In my case getting a babysitter was a major challenge for quite a while because I was not comfortable with dealing with girls under 18 in my home or in my car alone with me (when picking up and dropping off). Try finding a babysitter who is over 18 and has a car—usually she's gone on to bigger and better paying gigs!*

*In my case I somehow got really good and / or lucky (scenarios that tend to follow each other logically, by the way) at meeting women with daughters the same age as mine. This strategy may not work for everyone, especially given the facts that... 1) ...my little girl was in a new city and in need of new friends to play "My Little Pony" with, and... 2) I have a particularly good track record of making friends with women and remaining so even if "dating" doesn't work out. In your case, even if you are able to orchestrate such social grace, there really are fewer single dads than single moms. So you will indeed have a relatively small pool of guys to fish from. (Freebie: Guys, if you are a single dad you can freely assume you are going to be MUCH more popular with single moms because of the topic at hand here. You also demonstrate that you are SAFE when you have custody of your young children, right?)*

*Based on the wording of your question, my intuition tells me that at least one guy has offered to pay for a babysitter on your behalf. Although I understand the principles that cause you to be reticent about that, I want to encourage you to try accepting the offer sometime.*

*Here's why.*

*First of all, despite the stereotype of women "taking their husbands for all they're worth" in a divorce, experience shows that many, many single moms are left in serious financial turmoil after a divorce. Similarly, it's well known that single moms who have never been married face incredible financial challenges given their responsibilities. Guess what? Some of us guys GET IT. Some of us completely understand that a single mom's net worth isn't tied to her, um, "net worth" if you get my drift. Further, we know that lots of single moms face lots of impracticalities when it comes to dating. Many times, all of this adds up to the answer to why many single moms give up on dating altogether.*

*That would be tragic in your case...and not just for you. After all, it looks like there's a guy out there who wants to spend quality time with you enough that he's generously offering to do whatever it takes to make that happen...including covering the babysitting costs. Obviously, use your intuition with regard to spotting manipulators, but given an otherwise solid guy with normal intentions, refusing to accept his offer means you are actually taking something off the table that would make both of your lives a bit happier.*

## **Company Ink**

Hi. I'm a man who's just a bit confused by a response I got last week when I asked out a very attractive lady. I asked her out and got a "maybe" response. So what exactly does that mean and how should I proceed if I want to try again with her.

A bit of background...We work for the same employer, and see each other about 2-3 times a week in the hallways. She's quite a bit younger than me probably early-mid twenties (I'm 37). Anyway, I've had several seminars/meetings which she's been involved with. I always thought she was really cute from the first day I saw her, but I'm sort of shy, so it took me a while to get up the nerve to ask her out. I went down to her office early last week to pass along some work related information, but didn't have the nerve to ask her out then. We've talked some at work, mostly about general stuff, just chit-chat. Had a two day meeting last Thursday/Friday and I made up my mind I was going to ask her out. During the meeting, she sat across the room from me and it seemed like she was flirting with me. She'd flip her hair, smile at me a lot and place her hands the same way mine were. There were about 20-25 people at this meeting, so it wasn't too easy to just go talk to her. I did some, just small talk, and finally I decided to ask her out Friday. I went up to her after the conference was over, and asked her if she was seeing anybody. She said no, so I asked her if she'd like to go out sometime. Her response was maybe, so I said she knew how to contact me and left. She has been in meetings Monday/Tuesday, so I thought about trying to maybe contact her Thursday. But I don't want to come across as being pushy or anything like that. Should I try to contact her first or wait a while and see if she tries to contact me. I figured I'd ask her if she'd like to go for a walk downtown one afternoon on break and/or maybe ask her out to lunch one day.

What's the best way to do this so I don't get the dreaded "no" or another "maybe" answer. I could find an excuse to go to her office, but there are other people around and it makes me nervous enough when I'm asking somebody out without having other people around listening in. Would a phone call be a better way of doing this? I've thought about asking some of her co-workers about her since I'm friends with some of them, but I'd rather just ask her myself.

I hope you can give me a quick bit of advice. The maybe answer was one I haven't heard before. I'd almost rather she'd have said no. Is maybe just her way of saying she's not interested without saying no? Or could she also be shy and just not sure about dating an older guy. From what I've seen of her, I think she might be shy.

Whatever advice you can give me would be much appreciated.

Thank you!

J—Parts Unknown

*If she is actually a co-worker, which wasn't completely clear in your letter, I'd avoid dating her altogether because of the potential complexities involved. The old adage about "dipping one's pen in the company ink" applies here. Basically, the assumption is that your career is too important to sacrifice at the alter of having to deal with someone on the job that you are involved with or (worse) were involved with.*

*It's my contention, however, that such is a moot point in this case. "Maybe" as an answer is a purely manipulative tactic that (at best) puts her in the driver's seat insofar as decision making goes. At worst, she gets to control you to meet whatever non-romantic needs she has (job related ones, even? Ouch!) by perpetually "dangling a carrot". My new friend Doc Love ([www.doclove.com](http://www.doclove.com)) would say she has a "low interest level" and therefore should be backed away from. Any scenario such that you've described never leads to increased attraction on her part. Plus, she's been straight-up rude to you. My general impression is that you don't deserve this sort of "game playing". If you see the world as rife with female possibilities, you will not have such a pronounced need for this particular woman. The irony is that once that is a reality for you, women like this start coming to you.*

*This means you'll also open up a world of new possibilities outside the workplace also. How cool is that?*

Be Good,

Scot McKay

**PODCASTS UPDATE: [Episode 15](#) of "X & Y On The Fly" is the "Bratty-cast". This show has more information on "brats" than a parking lot full of**

Green Bay Packer fans. You know that you can always hit up <http://feeds.feedburner.com/xyonthefly> or [www.deservewhatyouwant.com/main/podcast.htm](http://www.deservewhatyouwant.com/main/podcast.htm) to subscribe. What's new at the Web site is the ability to sign up for email notifications when new shows are posted. Something else that's new is increased sound quality (Is that a chorus of slow clapping I hear?)

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. 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 faith-based principles while being neither too shy nor too judgmental to hit the important things head on. The 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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