

**IN THIS EDITION:** Are we trying to meet women or declare war on them? Who can tell? And the women aren't immune to this kind of confusion, either. Find out what it all comes down to...

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**“HOW MANY CDs WOULD THAT TAKE?”:** Right now the answer is FORTY-EIGHT. Seriously. If VIRTUOSITY had six or eight hours' worth of content like the usual “advanced series”, I might make some hard-copy CD versions of it and mail 'em. But that's not the real issue. You see, by the end of this month, that stack of would-be CDs will have ballooned to FIFTY-FIVE. And that will not be the end of it. I mean, how is a busy guy like me supposed to keep up with all that mailing? I'm pretty sure you'd rather me just get to doing the real work around here...producing KILLER CONTENT designed to take you to the TOP ONE PERCENT among all men when it comes to success with women.

Just today I added a co-hosted session with none other than dating/fitness master Brad Howard. And I've got two more big names lined up. And then there's another FULL HOUR of my most effective online dating secrets coming. THEN...there's FOUR MORE tracks to be added to the Online Dating Domination section that you will be blown away by. So have you been wanting to get on the fast track to the kind of world-class success we talk about around here? For that matter, have you been wondering which guy's material to check out next? Problem solved: Hear from ALL OF THEM. After all, VIRTUOSITY isn't just my very best material--some of the most groundbreaking stuff from just about EVERYONE ELSE you can think of is in there also.

And to think, all of this is yours for barely more dinero than a single coaching session. Enter “xy35off” in the “coupon code” section and you're all set: <http://www.deservewhatyouwant.com/virtuosity/newsletter>

Now on to this week's newsletter...

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## **IS THE OPPOSITE GENDER “THE ENEMY”?**

With six billion other people sharing the planet with the relatively insignificant number of us who are reading this newsletter, you would think that most of us would naturally intuit that men and women were designed to get along with each other. After all, how else did we all get here?

Yet, if you look around at some of the “dating advice” and “seduction training” that is popular nowadays—especially for the guys--you’d think that the opposite sex were the Viet Cong or even Al Qaida...only more mysterious and potentially dangerous.

Seriously, are we wanting to fill our lives with great women or launch the Tet Offensive?

Who can be sure? After all, when guys get together to learn how to divide and conquer...er...go meet women, it’s almost universally called a “boot camp”. And who cares if the concept of “Sarging” was named after a cat? It has a nice ring to it—at least in this context. Some writings go so far as to openly use military-inspired imagery.

And whatever is going on, it had better be a covert “underground” operation. If the women ever found out what was being clandestinely strategized, our top-secret mobilization would be rendered useless.

I wouldn’t be a bit surprised if soon someone started marketing his or her latest and greatest seduction product as “recently declassified by the CIA”. Actually, on second thought...too late.

Meanwhile, behind “enemy lines”—the whereabouts of which may be poetically summarized as the “No Man’s Zone”—the latest recon reveals the insidious plot that the “Pinkos” (Emily would consider this a compliment if taken literally, by the way) are scheming. Basically, their plan is to get the Evil Male Empire to (gasp!) DEFECT to their side. And they have their ways of making us talk. And be more sensitive. And stop being so...well...masculine.

OK, that’s enough. As much as I’m amusing myself to no end over here, my stomach can only take so much.

Here it is: We’re never going to get anywhere with the opposite sex—especially the HIGHEST ECHELON thereof—if we can’t friggin’ stand them.

Granted, maybe it’s not all that dire. My baseline opinion is that guys who dive headlong into the “pickup” community often end up participating in more of a live version of “Halo” than anything having to do with real relationships with women. Getting a bunch of digits and/or e-mails at a club and then comparing scores with your buddies at 2am sounds like a blast, frankly. But it’s more like “laser tag with a liquor license” than anything relevant to attraction and seduction. Yet, become good at “pickup” and you basically don’t have to worry about even getting alone with a woman ever again. So, then, it’s actually not a “war on women” or anything. I think most guys like women. This is more along the lines of what does a dog do once he actually CATCHES the car he’s chasing?

And that, gentlemen, is exactly as far as “paint-by-numbers” pickup game gets you. Welcome to the hidden issue at play here. The “real life video game” is a lot of fun. But that still leaves the women waiting for some men to actually care enough about THEM to show up.

As for the ladies, a female friend of mine once summed up popular “dating advice” for women quite well when she said, “I think all of that stuff is pretty much designed to help women find closure after they’ve been dumped.” That was her words, not mine. Then again, having just typed them with my own hand pretty much makes them my words too, doesn’t it?

Whatever happened to having confidence in the opposite gender? Did that go away with the pandemic rise in lack of confidence in OURSELVES that we see nowadays? Face it: two neuter creatures CANNOT become sexually attracted to each other. Neuter and spay your cats and dogs and they'll lay around the house staring at each other. Then they'll eat. Then they'll take a nap. YOU, on the other hand, don't necessarily have to live that lifestyle. You can experience the fantastic depth life offers when you take a chance and ENJOY the opposite gender because you EXPECT THE BEST from the opposite gender.

Is that too optimistic for you? Yeah, well...think like that and you may get burned here and there. After all, human nature transcends the boundaries of sexuality. But it still beats sitting around playing video games.

Be Good,

Scot

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**NEW POWER SESSIONS FOR OCTOBER:** The guys' version ( <http://www.xandycommunications.net/powersessions/men.htm> ) is all about the elusive concept of coolness (an apparent first for a program of its kind, amazingly), and Emily shares online dating secrets in hers ( <http://www.xandycommunications.net/powersessions/women.htm> ). Get the men's or women's version at NO CHARGE when you grab any e-book or program.

**LIKE WHAT YOU HEARD IN VIRTUOSITY?:** We've put all of the expanded works from our co-hosts (and other friends) in one place. Find Carlos Xuma, Joseph Matthews, Michael The Dating Wizard, Marie Forleo, 000Relationships, Michael "Mr. Romance" Webb, Dave M., Stephen Nash, Master The Vibe, Grant Adams, Mimi Tanner, Martin Merrill, and MORE all in one place. Conveniently, we've written concise reviews of everything. <http://www.dating-resources.net> is the place.

**EXPANDED COACHING OPTIONS:** Our schedule has been filling up lately. If you feel you have very unique and/or specialized interests you'd like to work on, and they involve character-based excellence, then schedule some time with Emily and/or me ASAP. Take a look at <http://www.dating-coaches.com> . Chances are there's a plan that meets your needs. If not, we'll make one. Schedule at your convenience regardless of time zone. Results are guaranteed.

**DATINGCAST:** Have you listened in to DatingCast yet? We're already up to show #20. Subscribe via iTunes in the "Health/Self-Help" section or by clicking <http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=260439985> . Remember, you can get ALL 70 EPISODES (including the 50 as-yet unreleased ones) in one neat package called "Rapid Fire" when you get any e-book.

**THE CHICK WHISPERER #14:** All-around cool guy Cameron Teone stops by to talk about his days at Project Hollywood and how his thinking on women has evolved since. 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 Cameron by visiting <http://www.deservewhatyouwant.com/cameron> and get your hands on his great book. And thanks again to all of YOU for your support in putting TCW on the front page WORLDWIDE in iTunes' "Health/Alternative Health" section.

**A NEW X & Y ON THE FLY THIS WEEKEND:** We know you liked that episode about the "Battle Of The Flowers". So Emily and I are going to put on the gloves again and go a round or two on "Which Sex Has Harder Challenges When It Comes To Dating?" Do men have it tougher or do women? Find out some surprises as she and I banter *mano-a-mano*...just the two of us. Coming soon to iTunes: <http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=162722277> and to the feed at <http://feeds.feedburner.com/xyonthefly> . Don't ask us how we got on the front page of the "Self-Help" section on iTunes. May have been that last review one of your left...it was a barnburner. LOL.

**EMILY'S "KEYS TO BLISS" NEWSLETTER:** You can still join the phenomenon that is Emily's newsletter by sending a blank email 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 (and podcasts) 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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