

**IN THIS EDITION:** You learned the “Golden Rule” when you were a kid (we hope). Most people NEVER DISCOVER it’s logical counterpart. You are about to do exactly that...

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## **THE BEST CHANCE TO GET YOUR HANDS ON MY BOOKS I’VE EVER COME UP WITH:**

**Ready to experience Deserve What You Want? How about if I roll in Cook For Your Date and How To Manage Your Wildly Successful Dating Life and make all three of them yours for the price of two? AND...what if I tell you I’ve JUST RELEASED THE SECOND EDITION of “WSDL” featuring ALL NEW EXPANDED MATERIAL on how to handle dating several people at once? That’s already over 500 PAGES.**

**AND...(take a deep breath) what if for a LIMITED TIME I offer to PERSONALLY SEND YOU a copy of my fourth book Never, Ever Settle as a special bonus?**

**That’s right...so far the newest book has been made of 100% PURE UNOBTANIUM unless you are a Virtuosity member. Well, just for fun I’m offering ALL FOUR BOOKS for the same “bundle price” of \$47 until the baby is born. AND...that still includes SEVEN OTHER BONUSES? You betcha. Why would I do this? Well, for starters Emily is already feeling like Junior is going to arrive earlier than expected (!). Plus, I’m pretty much convinced that once you get your hands on Never, Ever Settle you are going to be all over Virtuosity if you haven’t been already. Get in on this one as soon as possible, folks...I may be handing out cigars within 24 hours according to the docs:**

**<https://www.plimus.com/jsp/buynow.jsp?contractId=1688216>**

**Remember, the Never, Ever Settle bonus is NOT LISTED on the order page. That will be sent to you in a personal e-mail from me.**

**BTW, if you have been indeed been considering Virtuosity (or Online Dating Domination, for that matter) don’t move a muscle until you see this:**  
**<http://www.deservewhatyouwant.com/virtuosity/newsletter>**

**Once again 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.**

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## THE GOLDEN RULE IN REVERSE

Anyone ever born of human parents (and possibly some born of other high-functioning vertebrates too, for all I know) has been taught what is commonly known as "The Golden Rule". Yeah, yeah..."Do Unto Others As You Would Have Them Do Unto You".

And if you follow this tenet throughout life's journey, things actually do tend to go well. People really do like to be treated with respect, of course. Go figure. But it goes so much deeper than that. If you're a guy, keeping TGR (i.e. "The Golden Rule") in mind could prove instrumental in curing you from such debilitating ailments as kissing up to women, giving your power away, premature ejaculation, viewing sex as the sole purpose of dating, allowing nerves to get the best of you, doing creepy stuff, and robbing banks.

Have you ever thought of any potential challenges in approaching and seducing MOTOS in that light before? If not, consider that "bonus material", because I've got something much deeper than that to share.

For starters, I'm pretty sure that most of us have figured out that a fair number of people with whom we share this planet don't exactly live by TGR. For them, it's more like "Do Unto Others Before They Do Unto You". I've never encountered a specific name for this particular twist on the original, but it's decidedly the "dark side" equivalent. And the way I see things, it's about as worthless as anything else coming from a position of complete, utter disdain for personal character. So let's call it "The Plastic Rule". How about "The Styrofoam Rule"?

That so many people think they can go through life with such a mindset and actually experience any semblance of success in life should amaze me. But it doesn't.

Why not? Because here it is: People absolutely **can** and **do** often succeed at cashing in on life in a BIG WAY by utilizing the cheaper, more expendable distortion of TGR.

They're called "manipulators".

Did that get your attention? I should hope so, considering how many e-mails and Skype calls I get from those of you out there who are losing entire chunks of your personal freedom and dignity at the hands of MOTOS who just want to take a bigger bite out of you while offering little in return. The simple fact that genuinely good people are getting thrashed to shreds in their dating lives has reached a boiling point with me. Clearly, perfectly decent people are getting jaded by seemingly promising circumstances gone bad—and yet, they're continuing to invite other manipulators into their lives. Apparently the lesson isn't being learned.

Or...perhaps the answer to the puzzle of why generous, high-end people continue to be duped by manipulation is that they fail to recognize it for what it is. The truth is most of us don't even have a well-constructed working definition of "manipulation" at our disposal. And that, my brothers and sisters, is because many of us have never had the presence of mind to work TGR in REVERSE.

So, you've got it. Nope... "The Plastic Rule" is NOT in fact what I'm referring to in the title of this piece. Did I catch you off guard with that? Good...my job is to keep you on your toes out there. TPR is more like the photonegative image or "opposite" of TGR if you will. Someone who adopts that mindset is using it ON you. It's a frame that is all their own.

If you, on the other hand, live by TGR the most effective secret I've ever discovered for identifying and eliminating manipulators from one's life is to essentially "reverse engineer" the concept when considering the actions of others. What do I mean by this?

Essentially, when confronted with a situation where someone is interacting with you or behaving towards you in a way you are somehow uncomfortable with, ask yourself this question: "Would I ever do unto someone else that which is being done unto me?" Do so, and you've effectively leveraged the concept of "TGR-R". It sounds like a late 90's Yamaha sportbike, but it's "The Golden Rule—Reversed".

Here's a basic example of a situation where TGR-R may prove indispensable:

#### WEEK ONE:

Wannabee Manipulator: "Hey You, I just came back from the store and I got us both a Diet Pepsi. Here you go, man."

You: "Whoa...that's cool of you. Thanks."

WM: "No problem...I take care of my friends."

#### WEEK TWO:

WM: "Hey You, my car just got repossessed. Can you lend me \$1586.49? You are my only hope of ever getting my car back!"

You: "Wow...I don't know man. I'm not made of money and that's kind of a lot."

WM: "Hmmm. Well, you know, I've had your back before. That's what friends are for. I do things like buy you sodas and stuff all the time."

You: "Dude...that's a soda. This is friggin' \$1586.49!"

WM: "Man...just when I thought you were really a true friend."

From here, one of two scenarios plays out. Either you cave in and give WM the money, likely to a response of, "My man! I just KNEW you'd come through. You're like the greatest person who has ever lived, dude!" Or, you tell WM to get lost, probably eliciting a response to the tune of, "Wow. I thought you were a real friend. But your true colors are shining through. You're only care about yourself."

Regardless of which outcome actually occurs, you likely will feel an uneasiness in the pit of your stomach. You'll feel like you've been compromised or even flat-out used if you shell out the cash. And if you don't, you're left with the stinging

guilt of not having helped out a friend in need. ...Unless, of course, you are armed with TGR-R.

With the perspective of TGR-R, you are able to ask yourself, "If my car was ever repossessed, would I ever assume myself to be entitled to an unsecured loan of nearly \$1600 from a friend?" Any decent human being would clearly answer "no way". Who compromises friendships for dollars...especially when one's lack of creditworthiness painted oneself into such a position anyway? This level of clarity allows you to call out the manipulator with no reason for guilt whatsoever.

Indeed. And a similar principle holds true in a variety of potential situations with MOTOS. What if a woman has flaked out on you for the third time in two weeks—and you put up with it (again) despite the fact that you would NEVER, EVER flake on someone yourself...at all? TGR-R would put an end to that kind of weak capitulation once and for all.

Identify and kill manipulation before it happens. Deserving what you want involves both being a person of high character AND being able to IDENTIFY others with high-character.

Be Good,

Scot

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**IF YOU ARE CONSIDERING TEN-PLUS DIRECT COACHING, READ THIS:** I have added a cool new feature to the Ten-Plus program. Now you can get all ten of your main sessions archived for you in MP3 format and delivered to your inbox within 24 hours of each respective call's completion. That way you have a permanent record of your coaching sessions that you can use for reference any time. This is like having your own CUSTOM-CRAFTER "Ten Hour Advanced Series". That's about as cool as it gets. By the way, at this point I only have THREE MORE Ten-Plus spots open 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.

**TODAY IS POWER SESSIONS 2-FOR-1 DAY:** That's right, today's the 14<sup>th</sup> of the month. New Power Sessions and Keys To Bliss programs come out on the 15<sup>th</sup>. This means if you get in on a free month of either with the purchase of literally anything we've got it's like getting TWO FOR ONE. This month's Power Session is about "How To Equip Your Life For Success With Women", containing advantageous info that EVERY MAN should know. Emily is doing her second part on online dating secrets for women, which means if you are a woman who has even THOUGHT about trying online dating you are about to gain more mistake-proof wisdom from my lovely bride than you thought possible. Here's a hint: All of this is a preview to Emily's upcoming online dating program...and like I said BOTH parts are yours for NO MONEY if you get in on the plan by tomorrow morning. Matter of fact, let's just make this as straightforward as it gets.

Allow me to recommend the following links so you can take advantage of the ONE PENNY offer we ran a few months ago:

Guys:

<http://www.xandycommunications.net/powersessions/men.htm>

Ladies:

<http://www.xandycommunications.net/powersessions/women.htm>

**THE LATEST VIRTUOSITY ADDITIONS ARE OFF THE HOOK:** Check it out. I've not only added an EPIC-LENGTH session with Alex Allman (<http://www.deservewhatyouwant.com/sex>)

on how to perform in the bedroom and satisfy a woman, I've talked Alex into producing a second, completely separate program with me on (are you sitting down?) "How To Help Women Experience Female Ejaculation". For many of you out there, this is going to be enough to FINALLY kick you over the fence and get in on Virtuosity once and for all. After all, others are producing high-dollar stand alone products dedicated to this alone. But just to make sure you realize I'm serious about Virtuosity's content being "dynamic", I've also added a seriously eye-opening program with none other than Jae Ellis

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

on "Choosing The Right Path To Greater Success With Women". That's right...novel concept, isn't it? This is all about ACTUAL PROGRESS rather than sitting around talking about it. So now is the time to get in on all of this...and I've made it so you're down with a discount just to make it even easier on you:

<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" and "How To Knock A Woman's Socks Off". And remember, Online Dating Domination is COMPLETELY INCLUDED, as is an online profile assessment and a half-hour coaching session with me. Here it is guys: I don't put pictures of Emily and I making out on Virtuosity's website thinking it'll get you buy an otherwise empty, overhyped product on pure emotion. Virtuosity delivers REAL value for men who want REAL results.

**NEW BLOG ENTRIES—AND STAY TUNED FOR VIDEO:** I've added a couple of new blog topics, and will continue to do so. Stay tuned for VIDEO within the next day or so. Sometimes things are just more fun to watch than to read. I've got your back.

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

**SEVEN DOLLAR SEMINARS FOR GUYS:** At last, action-packed audio programs on topics that have probably been on your mind if you are like most other guys. I've designed this to be a great chance for you to find out how much value we pack into our premium content...all for less than the cost of lunch at a fast food joint. 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”:** BTW, YES...this is SERIOUS. 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”. So far you guys have been REALLY cool to the “LA-dies”, which I personally appreciate. Amber told me that one of you guys in particular was on-point big-time. Nice. Keep up the good work. Once again, here’s that blog entry about all of this 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>

**THE CHICK WHISPERER #15...AND A BONUS EPISODE:** Episode #15 features Joseph “Thundercat” Matthews and is called “Having Sex With Her As Soon As Possible”. You know me well enough by now to realize this episode has got to be a barnburner. 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. And guess what else? I’ve got SOMETHING SPECIAL for those of you who read these newsletters completely every month. Some have been harping (reasonably so, I may add) that we don’t put out new episodes of TCW often enough. Check it out...I’ve just uploaded a BONUS EPISODE entitled “Stop Giving Your Power Away” featuring “Mr. Indifference” himself Brent Smith

(<http://www.thechickwhisperer.com/brent>)

It IS NOT ON THE FEED AND NEVER WILL BE. Only newsletter subscribers get their hands on this one. The direct link is:  
<http://www.thechickwhisperer.com/podcasts/tcwbonus6748.mp3>  
Enjoy...it's a great episode.

**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 ALMOST FULL TERM these days (and we'll tell you when the big event happens) but is 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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(<http://www.deservewhatyouwant.com/forum>)

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