

X & Y COMMUNICATIONS

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PODCASTS! [Episode 4](http://www.deservewhatyouwant.com/main/podcast.htm) of our podcast series "X & Y On The Fly" is freshly baked as of last night (7/13) and now available at www.deservewhatyouwant.com/main/podcast.htm. We finally got "bump music".

Did a friend forward you this message? To receive this free newsletter on 21st century dating issues from X & Y COMMUNICATIONS on a regular basis, simply send mail to joinnewsletter@xandycommunications.net.

Reader Questions And Comments

Coach Dumas

Hey Scot -

Here's a good line for you. Found this one today.

"I like intelligent women. Big turn on. I am a college grad. and make my living coaching."

Unfortunately intelligent women don't like him because he's such an [expletive deleted].

L-TX

Ah yes...a variation on the all too common "I want an intelligent woman" line. One of my personal favorite running jokes. Did you thank him for reminding you to be turned on? And to think, he's a college grad. This reminds me, I should have mentioned the line I once saw about being a "collage grad" in the section of the book about hilarious lines from online profiles. Is that like "piecing together" an education? LOL

The All-Important Question When It Comes To Online Dating

Could you help me on an issue. A friend of mine needs to know...

Dear [female]

When you write an e-mail to a girl on a personals site, what does she want to hear to make your mail stand out from all the others?

Signed,
[male]

I'm not really sure...

J-OH

I believe it is disarmingly easy to do this. Your friend is on the right track by knowing his email must stand out. The overwhelming majority of online daters, as i'm sure you know, do not. This is unquestionably the most important aspect of writing first emails to women online.

There is a lot to share here, and your friend may want to consider some phone time with me to discuss it. If he wants to increase response I can guarantee results.

Here are a few things he can do NOW to see a difference, but this is just the tip of the iceberg:

1) Subject line: Use "Re:" followed by something interesting lifted verbatim from her profile. NEVER, EVER use "Hi" or "Hello". My personal research shows that OVER 50% of men fail before their email is even opened because their subject line is either "Hi" or "Hello".

2) Keep it brief...this says all the right things.

3) Make the tone of the email such that you are qualifying her, rather than trying to impress her. Never let it come off as a foregone conclusion that you are already "interested".

4) Don't sound creepy or weird. If in doubt, don't say it.

5) Use descriptive, creative words. Avoid any phrase you've seen in three or more other profiles.

6) Project masculinity and confidence AT ALL TIMES.

All of the above could be elaborated upon and will require personalization based on the unique attributes of who your friend is as a person. Again, I recommend a consultation. Remember: Women get TONS of emails and don't have time to even OPEN half of them, let alone consider a response. Making the change represented in the first point alone will get tangible results.

Is your friend on my newsletter list?

Stay Or Run Away / Changing Someone Redux

Scot,

I know I can always count on you for good advice. I'm glad Emily and you are doing well.

How do you help someone you love come to the realization that they have a problem with alcohol or any other substance abuse? Will they ever come to take responsibility for themselves and stop blaming those around them who truly are trying to help and love him dearly? I have to take a stand for my own self worth.

Do I walk away? Do I stay? I know that the verbal and mental abuse will always be there until they get help with their problem. I know I don't deserve any of that. How can I help without them feeling like I'm turning my back on them?

Thank you.

M-IN

What a great question, and one that so many people—men and women—have to face.

First of all, I'm not going to pretend that I am a crisis intervention counselor or a medical doctor. I am not. That said, there is a key thing that must be understood before all else. Alcoholism is a DISEASE, not a "drinking problem". In fact, drinking is but a symptom of the condition, the clinical diagnosis of which covers the tendency for the alcoholic to blame others for his or her own actions. This is by definition the epitome of "mind games", and alcoholics are invariably blamers. There have even been declared instances of "dry alcoholism", where all classic symptoms of alcoholism are present, except the person doesn't abuse alcohol.

Now, to directly answer your question. Although every situation is different, I see situations very similar to yours all the time.

You have probably heard the psychobabble term "co-dependent" before. You appear to be on the trail to becoming such yourself. When this happens, your life has basically become dysfunctional as a result of dealing with the verbal or even physical abuse, accompanied by the subsequent blame and guilt trips, of the alcoholic. This causes you to feel directly responsible for this other person's well being.

You are NOT responsible.

Everyone in life is responsible for his or her own decisions. The hard fact is that you CANNOT change this person without his consent.

One of the concepts I mention in the book "Deserve What You Want" is how it is easy to tell if someone's behavior toward you is unacceptable by simply applying the "Golden Rule" in reverse. Would you EVER IN A MILLION YEARS treat another person the way you are being treated? If not, then you have no obligation to endure what is being done to you.

You DO NOT deserve what you are getting.

I sense from your letter that you really have already answered your own question, and are looking for support. Well, I'll give it to you. You hit the

proverbial nail on the head when you said you “have to make a stand for your self-esteem”. Assuming you are dating this person and not married to him, LEAVE. DO IT NOW. Even if you are married to this guy, serving an ultimatum is the right thing to do. If there are children involved, this is especially critical. I realize that leaving is harder to do the longer the relationship lasts, and it is unfortunate that all of this has come out only after you have become emotionally attached.

You are absolutely correct in everything you say about the abuse remaining until this person takes personal responsibility for his actions. And as I’m sure you know from stories about how others have related to recovering alcoholics, it’s a lifelong battle that you will be positioned to share all the pain in should you choose to stay.

Please refer to the newsletter from June 13th entitled “Run Away 101”, and the following one from June 20th called “The Challenge Of Changing Someone”. Both, conveniently enough, address exactly what you are dealing with here in greater detail. Equally conveniently, they have both been restored to the “Archives” section at www.deservewhatyouwant.com. Podcast Episode One also covers addictions in detail, and Emily has some great insight. That’s also a free download from the website.

One last thought. In the book there is a section about how to know when someone is being inappropriate on a date. A key principle applies here. When you are not being RESPECTED, you are getting less than you deserve, as you’ve already figured out. And nobody wants to be disrespected. By being a respectful woman, which I sense you are, you indeed DESERVE WHAT YOU WANT. Let that empower you to make the changes you need to. And I wish you all the best.

Letter From The UK

Hey Scot,

Just read your book (deserve what you want).

I can't remember where I got it as I have 65 trillion things on my computer but I have to say that it was VERY IMPRESSIVE!

I would like to see some more of your stuff, do you have a website? I have coached dating and have a site: datinganswers.co.uk

BUT... it will be soon transformed into a site that only recommends the best dating products I have found as I wish to venture into other areas and would like to leave the site up as an affiliate type 'one stop shop' for people to make an informed choice about the best quality dating products.

I have spent the last two years looking for products for my new site and have seen it all!

I have a shortlist of only about half a dozen products that I will be putting on the site and since reading your book, would like to put you in my site on either the first or second spot (homepage intro).

Bro, you rock.

Grant

[Note to readers: Grant Finlayson sent me this email and we have become friends. He has a fantastic outlook on life and his work regarding dating and relationships is absolutely super. Any readers of this newsletter in Europe should definitely take a look at <http://www.datinganswers.co.uk>.]

Podcast Kudos From A Dating Coach In South Africa

Hey Scot

I loved your third podcast. And those points about the Seduction Community very valid and accurate.

Anyway I'm going to rewrite my coaching program to be more inline with what I've learnt from you. I'm coaching a 34 year old women at the moment and its difficult because she's so successful and yet guys leave her and marry someone else. And she's muslim! So she would like to marry a muslim guy. There's a big muslin community in South Africa, mostly in Cape Town. And she and I live in Johannesburg, about 2 hours flight away. And on top of it all she's Nigerian so that's limiting her choice.

Thanks,

Ramon Thomas—Dating Coach, South Africa

Hey Ramon. Glad you liked the podcast. Emily and I are working on making them even better with music and so forth. She really started opening up on this last one, which was cool!

I can only imagine the issues your client must be facing. It sounds like the culture there is complex. I am sure you are exactly the guy to help your client. It looks like the concept of sharp and successful women having a hard time dating translates into reality all over the world, doesn't it? In any case, it makes my day to know i'm helping people all over the world!

[Note to readers: Ramon's website is <http://ramonthomas.com>.]

Back In The Game

How can I heal myself....not want to call him....not to be worried about him...have him make me feel bad for not being there for him?

Anonymous—Parts Unknown

That's easy...GET BACK OUT THERE! Once you have broken off a relationship the single most important thing you can do is start dating again. If you sit alone analyzing the situation, not only are you more likely to gravitate towards negative thoughts given how recent the hurt is, you will be training yourself to stay home rather than to go back to socializing.

In motocross, riders often crash trying particular jumps or sections that they've successfully cleared many times before. It hurts when this happens. A key principle of that sport is to walk off the sting and try the section again IMMEDIATELY before fear sets in. In fact it's best to do the section TEN TIMES in a row just to make sure the rider remains confident.

In this case, there's a dating lesson to be learned from motocross.

Be Good,

Scot McKay

Questions? Ideas? Comments? Send to 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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Coaching sessions now available. Get the personalized training towards becoming one of the few who DESERVES what s/he WANTS, decides what that means in his/her life, and knows how to go about getting it. Drop a note to info@xandycommunications.net for more information.

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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