

THIRD EDITION

**DESERVE  
WHAT YOU  
WANT**

**SCOT McKAY**

**X & Y COMMUNICATIONS**

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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# DESERVE WHAT YOU WANT

Know Who You Are, What You Desire, And How To Get It

**Scot McKay**

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Mens Edition

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## **Dedicated to:**

My parents, Russ and Rebekah: ...who have deserved each other for over 63 years, blissfully.

My wife Emily: We deserve each other more every day, and I like it.

My daughters Dannie and Sarah, and son Scot, Jr. who have their whole lives ahead of them to figure this all out.



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OK, now on to the good stuff...





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## Introduction

What follows is not an “encyclopedia of dating”. The topics you expect to see in a book on dating and relationships for men may or may not be included.

You will, however, encounter numerous ideas you may have never seen written about ever before, so be prepared. Indeed I not only talk about what it takes for a man to succeed in the dating world, I offer plenty of insight into how women think and what great women are truly like.

I also focus on being a man of moral character, which I am convinced is the very key to attracting a world-class woman rather than just some really nice “hotties”. And my goal is to hear from you some day telling me how you have attracted and earned the undying affection of the single greatest woman you have ever known.

You will have immensely formidable competition for such a woman. But you will be up to the challenge. And fortunately for you, the number of highly qualified competitors will not be nearly as great as you might suspect.

You see, life is characterized by an unfortunate irony for most men. Although they would like to enjoy a fulfilling long-term relationship with the partner of their dreams, an overwhelming number of people—men AND women, actually--are not experiencing that.

And they may never. Worse, they may never know why.

As the title suggests, this book is focused on the concept of Deserving What You Want. What we’re talking about here, essentially, is the opposite of sitting around waiting for the “perfect person” to just “come along”. And it is a novel concept to many.

Getting the right women into your life is not going to “just happen”.

Forget all you’ve heard about how a great relationship might “fall into your lap when you least expect it” and / or how the best way to find your life partner is to “stop searching and just let it happen”.

Each and every one of us has to take the proverbial bull by the horns in making sure we are successful at finding the relationship we desire. We have to TAKE CONTROL instead of being passive about it.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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Otherwise, we risk becoming mere victims of circumstance. That is to say...we “settle”.

Some of you reading this may never have been in a long-term relationship before. Some others of you may be divorced fathers. I will address divorce and parenthood at considerable length in this book. Even if those topics don't immediately appear to apply to you, take my word for it....you might just e-mail me someday and thank me for the 20/20 foresight offered by having gotten an insiders view into the whole experience years before.

Overall, the core concept of deserving what we want involves three key processes:

First, we ourselves have to **become** great partners. We are absolutely, positively responsible for our part in building a great relationship. We have to be the kind of man who is attractive to a great woman—and we have to be up to the level of who the great partner we are looking for **DESERVES**. If lacking the full ability to **CONTRIBUTE** to a great relationship, we have no right to ask someone else to take up all the slack. Logically speaking, it can't work.

Second, we have to know what a great woman **looks like**. This is often more complicated than it sounds. As we date prospective partners, we tend to learn more and more about who it is we **REALLY** want rather than who we previously **THOUGHT** we wanted, don't we? And we can only assume this is a fruitful process if and when we know how to investigate and evaluate the traits of a prospective long-term partner with a high degree of wisdom and clarity.

Third, once the introspective and at times subjective processes of becoming a great man and knowing who we are looking for are substantially covered, we have to know how to objectively **go make it happen**. Knowing how true it is that we can't just “sit around”, we have to have a plan and execute upon it.

People spend massive amounts of time preparing for careers, parenthood, even hobbies. Not nearly enough of us dedicate any time whatsoever (let alone enough time) to preparing for what is arguably the most crucial facet of our lives when it comes to influencing long-term happiness: our relationship with the greatest woman we have ever met.

By purchasing this book you have already taken an important step toward becoming one of the few men who actually get this aspect of

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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their lives handled. This means you are also dramatically increasing your chances of truly realizing and enjoying the kind of relationship others admire.

Someday, when friends and / or complete strangers continually comment about how terrific you and your significant other are as a couple, write me and tell me about it. Until then, be sure to read this book fully. Treat it as an investment—one that you freely consult as a reference tool on a regular basis.



## **CHAPTER 1:**

### **Clearing Out The Obstacles Of The Past**





## What Exactly IS “Baggage”?

When X & Y Communications was founded, one of our primary goals was, and remains, to try to clarify the often murky world of dating and relationships. After all, anything that makes navigation less confusing in this area is of positive benefit to society, right? So as a fitting place to start this discussion about deserving what we want, we’re going to talk about what needs to be clarified, understood and / or weeded out from past experience in order to promote future success.

Fasten your seat belts. We’re taking off...literally and figuratively.

You see, as I write this, I’m on Southwest Airlines flight 940 from BWI to SAT. As I was getting my boarding pass from the kiosk at the airport, I was asked if I had any baggage to check. No, I didn’t. But as a dating strategist, you know where my imagination wandered. Well now...*do* I have any “baggage” I should be checking after all? There’s a question for *all of us*. This includes both *you* and the *women* you are dating.

Baggage. What EXACTLY are we talking about here? Whenever people refer to a potential dating prospect as having some, it’s typically not a positive thing (at least from their perspective), is it? But are you ever really sure why?

Well, my belief is that it’s relatively easy to understand what “baggage” consists of, if only we are willing to do the “heavy lifting” necessary to find out more. But not over 50 pounds, please...that would cost extra.

### 1) Emotional “Baggage”

There are deeply rooted feelings and emotions that trouble a person and therefore create difficulty in relationships. This can range broadly. It may involve fear, distrust or even arrant dislike of members of the opposite gender, possibly due to sexual, physical or emotional abuse.

More often, fear, distrust or even outright dislike of *oneself* is where it all comes from. Either way, there’s some baggage there. Something is in this person’s past that is being lugged around like an albatross around the neck, and it’s making things really tough to build healthy relationships.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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## 2) Relationship “Baggage”

OK, above we covered attitudes potentially brought about by previous relationships gone awry. But what about the “exes” themselves? Yep...there may be troublesome ex-spouses to deal with. Maybe particularly jealous recent girlfriends of yours who just won't go away and are rapidly becoming “stalker” material. Whoever they are, they're heavy. Even if a person is widowed, the attachment to his or her deceased spouse can weigh a ton (look for a newsletter on that whole subject in the future).

## 3) Childhood “Baggage”

How a person was raised and what he or she went through during the “formative years” can have a dramatic impact on who he or she is today. Thoughts, beliefs, structures and attitudes become “carry ons” into adulthood. This becomes “baggage” to potential partners when there is perceived conflict with the persona one seeks to present nowadays. Note that sometimes this sort of “baggage” might be exactly what grounds someone in a very necessary way when the situation could potentially have gotten turbulent out there.

## 4) Religious “Baggage”

Sometimes one's faith evolves as he or she moves through life. This may result in a belief system or even an entire world view that tends to take arbitrary twists and turns. Certainly it's a good idea for everyone to have a firm foundation as to what his or her core beliefs are. This is the very foundation that consistent *character* is built upon. Nonetheless, often those with strict “religious” upbringings decide as adults that they don't want to pursue the path they were directed towards during childhood. Invariably, this influence is tough to completely do away with.

On the other hand, a person may have a very secure world view and find him or herself attracted to someone who doesn't share common beliefs. Almost always, the one whose convictions are less strict will attempt to persuade the more devout one to bend and deviate a bit (or a lot) over time.

Regardless of which direction the spiritual influence in one's life is headed, that person will often be accused of having “hang ups” by potential partners whose way of seeing things is somewhat different.

This is precisely where the concept of having spiritual / religious “baggage” comes from.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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## 5) Human “Baggage”

Ah yes...a frequently cited type of “baggage”...kids. If someone has kids, especially live-in ones, they may be considered “baggage” by potential dates. It’s surprising, however, how often I hear this expressed as inwardly directed fear rather than outwardly projected sentiment. In other words, single parents tend to worry that potential partners will overlook them more often than they are actually overlooked for that reason.

Very often, single parents are seeking each other out. Keep that in mind, believe it (because it’s true), and do not let yourself fall into a trap of thinking your children are automatically limiting your potential for success in finding a mate. More about that later.

Based on the information presented in this section, you can sum up the concept of baggage succinctly as “anything a person brings along that potentially limits one’s ability to pursue a relationship with him or her”.

Sometimes, certain “baggage” isn’t necessarily bad, is it? At times, it could keep you away from potentially damaging relationships.

No matter what, the first step to paving the way for solid future relationships is to consider what kind of “baggage” *you* in fact are carrying. Is there anything you can do to make this weight less heavy to a future partner? Moreover, are there things you have been somehow taught to consider “baggage” that are in fact important to your integrity or to your happiness? If there are types of “baggage” you can’t leave behind (like the human kind, as discussed), understand that and refuse to think of it as a limitation.

And here’s a hint to single fathers: Consider how the fact that your children live with you demonstrates to a woman that you are a strong man who is SAFE to be with. Axe murderers don’t have custody. Think about it. If anything, having your kids with you can actually *help* your dating life, if you let it.

Next, we will consider how the unhealthy kind of “baggage” is brought about.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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## When Bad Things Have Happened

For better or worse, we live in a culture where convention dictates that we do not talk about bad things when they happen. We ask “How are you?” as a standard greeting, and get “I’m fine, how are you?” as a standard response.

But many of us are not “fine”, are we? Too bad that we cover it up so much, and therefore run the risk of feeling like we are utterly alone in experiencing pain.

The variety of trials and tribulations we may endure throughout our childhood and / or early adulthood can be virtually limitless, as can our individual response to them. Some people seem to be able to rise above amazing personal tragedies, whereas others fall into a cycle of consistent failure.

Granted, some of us have experienced amazing pain in our lives. I have personally met a staggering number people who have been physically and / or sexually assaulted. Others have been subject to alcoholic parents and the steady diet of turmoil around the house that goes with it. Still others have lost one or both parents early in life, often under particularly traumatic circumstances such as suicide. I also know people who were treated like dogs as children and / or who looked on as one or both parents completely lacked respect for the other.

Interestingly, it is difficult to know exactly what people have experienced simply by looking at them, or by talking to them for that matter. Some with horrific backgrounds are the most optimistic, well-adjusted adults. Others fold up and get caught in a vortex of self-deprecation, bitterness and / or external blame—sometimes even after a single “bad” experience that some others would consider relatively mild.

What is the difference between these types of people and how they react to personal challenges?

Granted, each of us is different so every situation is unique. That said, I do believe that the pattern of how you (and I) are going to be affected when bad things happen can be distilled into two major concepts, leading to two respective questions. So I ask you now:

### **1) Are you in control or are you a “victim”?**

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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The well-adjusted survivor of personal tragedy realizes he or she has a CHOICE in how to respond to what has happened. If you are done wrong, allowing the aggressor to ruin your life is not a foregone conclusion. You can fight emotionally and take your life back. Very often this is a matter of choice. It's a choice to go after SUCCESS in life rather than SETTLING FOR FAILURE.

Be advised that this is the difficult path. But success is always the path requiring the most effort, regardless of what the past looks like, isn't it?

The effort involved in creating a success-oriented environment is why so many people develop a "victim mentality". This means that they perpetually blame others for their problems, as if all are outside their own sphere of influence. Everything is everyone else's fault, all the time. With such a frame of mind in place, the person with a "victim mentality" exonerates him or herself from expending any effort whatsoever towards ensuring his or her own success in life.

This general concept is sometimes also referred to as "poverty mentality", since the mindset is that which all but ensures a lack of success in virtually every area of life, not just in relationships.

What this kind of attitude does is strip all personal control away and hand it to literally everyone else. And you can't quite trust the general public to handle your potential for success with care, can you? Everyone else has their own lives to pursue, and their own personal challenges to reaching their own potential. Often, of course, those who accept such responsibility for their own success achieve what they set out to do.

Therefore, a "poverty mentality" also tends to create bitterness towards those who achieve success, since there is great resentment involved. A sense of entitlement (i.e. "The world owes me something.") is often a subsequent symptom of this frame of mind. Again, this is a resignation to a feeling of powerlessness.

Do you see how the "victim" mentality cannot possibly bring about anything positive? All it is useful for is temporarily relieving the weight of responsibility. The longer-term scenario, as you might have already guessed, is complete laziness and apathy--which is the very essence of taking the easy way out.

But in the end, all that is left is the empty feeling of a life wasted, and the resentment that accompanies it. Don't let that happen. Deserve what you want instead.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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## 2) Can you see outside of your own experience?

If you have had negative or unhealthy experiences in the past, do you have the power to look outside of your own context and visualize healthy situations?

If you did not grow up in a happy home with both parents, you must be able to look outside of what you know best. You do not have to end up like your parents if you don't want to. It's easy to doubt that solid, healthy marriages exist when you've never seen one. They do. Find out which of your friends have parents with happy marriages. Meet those parents and ask questions. They'd be happy to tell you all about it, I'm guessing. If you have friends who themselves are in happy relationships, ask questions and take notes. The best thing you can do for yourself is to see great marriages with your own eyes and find out what makes them great directly from the source!

Have you had a streak of bad experiences with women? If so, know this: **All members of the other gender are not bad people..** In order to succeed in the realm of dating and relationships, you must frame your mind such that you believe that. And guess what, you **MUST** believe this from both gender perspectives. All male behavior is NOT bad behavior just like all women are not "crazy". Understanding and believing this is absolutely prerequisite to deserving what you want.

Be ready for the possibility that you may be more directly responsible than you think for inviting and entertaining the **WRONG** kinds of people into your dating life.

In this book, you will gain the tools not only to see the bigger picture outside of your own context, but you will gain the knowledge necessary to recognize what to properly expect from a partner and from a relationship.

More importantly, you will learn more about yourself and what you can and must do in order to **BE** the kind of partner who will fulfill someone else's dreams and fantasies.

Can you see? You are already on the road to **DESERVING WHAT YOU WANT**. If you like that feeling, read on. I've got more great things in store for you.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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## **Losing Idealism After Divorce Or A Long Relationship, And The Toll It Takes On Your Soul**

Have any of your friends ever accused you of being “too picky”? Well if so, good for you. It happens to the best of us—literally.

And you have every right to be as selective as you care to be. Always, and without excuse. You must never, ever “settle” for less than you want. To end up in a committed relationship you’ve “settled” for invites bitterness in your partner and ultimately leads to a divorce attorney’s office.

And even have the right to be as “picky” as you want to be after a divorce. In fact, I dare say ESPECIALLY after a divorce.

Oh yeah, I know. Things change after a divorce. It’s just not “practical” to keep the same idealistic mindset you once had back before you were ever married, right? And you did the best you could and are still single again, so why try to maintain the “façade” anymore, right?

Wrong. When divorce happens, it’s altogether too common for many of us to let negative feelings get the best of us when suddenly confronted with changes. Either due to anger, depression, a false feeling of “freedom”, or even rebellion, we drop our standards. We give in, and we pay for it eventually.

Here are some examples of how people’s mindsets may devolve after a divorce, and the potential costs to one’s deepest well being that results:

**1) *“Well, I remained a virgin until marriage...but that’s not something that’s exactly relevant anymore.”***

OK, well you’ve had plenty of sex by now, even if it was in the context of marriage. So you aren’t a “virgin” anymore. On top of that (figuratively), you are used to having that intimacy in your life and really can’t do without it. So the danger is to say, “everyone is doing it” and flush the ideal of being sexually selective and / or patient down the toilet like a used condom.

This attitude can cause everything from the obvious (disease, unplanned pregnancy) to more subtle but equally valid things like emptiness, shame and / or even a total cheapening of physical closeness.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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**2) “My ex destroyed my life, so I’m going to make her pay for rejecting me”**

Well, your ex caused you pain...a lot of it. It’s payback time, at least in your mind. Just to make your evil ex squirm, you are going to go out and behave EXACTLY in the manner that would have seemed the most shocking thing possible to you when you were still married. You don’t need me to give you examples—dream up your own and I’m sure they’ll be on target.

Now, I’ll be the first to admit that you such shenanigans may in fact cause your ex to lose some sleep.

But while on your emotional rampage, try considering a couple of things.

First of all, is what you are doing affecting your image as a parent (if applicable), and could this come back to haunt you in court?

Second, are your actions now a potential threat to a healthy future relationship, let alone your own health in general?

If you want to *find* a terrific person next time around, it’s rather important to *be* a terrific person from the very outset of the search process. If there are things potentially going on that you would have to absolutely, positively make sure your future spouse never finds out about the best idea is—you guessed it—to make sure they never happen.

Don’t be someone who sabotages the future just for the short-term thrill of sticking it to the ex. Don’t do it.

**3) “Now that I’ve committed the biggest sin ever, God is never going to forgive me...so whatever.”**

If the concept of spiritual guilt is something you have conquered in your life, then skip this section. Otherwise, the fact remains that this idea still requires almost zero elaboration. If you feel as quoted in the bullet point above, I hope that seeing the concept in print seems as silly to you as it does me. I don’t care whose mistake(s) caused the divorce. Accept God’s forgiveness and MOVE ON. Never, ever fall to the temptation to just give up and be an abject “sinner” since “all is lost, anyway.” This is a categorically *bad idea*, and not at all based on anything other than poor self-esteem.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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By the way, this theme can apply as equally to the “sin” of being divorced in and of itself as it can to the guilt of having been the one who caused the divorce for whatever reason.

**4) “Well...falling in love was a total deception, and I’m not going to let that happen again.”**

Just because your ex blew it does not mean you get the luxury of throwing a blanket over the entire opposite gender. Something bad happening with one particular person CAN NO WAY be transferred to women in general. This is a COP-OUT so you can basically choose the “safe” route of excusing yourself from meeting new people. By putting this sort of wall around your heart and your mind, you may succeed in keeping the riff-raff out, but you will also succeed at being intensely lonely.

There are great women out there who are single, and it all comes back down (as usual) to the central theme of this book: You must do what it takes to DESERVE the type of person you WANT to be with.

Here’s another important concept. Be especially careful of how easy it is to find a “support group” in this negative effort. I am sure I am going to get mail for what I am going to say next, but I firmly believe that admonishments toward “learning to find oneself” or being “happy and content with singleness” are excuses designed by the hopeless to help increase the ranks of people who wimp out from finding the kind of fulfilling relationships we are designed to have and desire having.

**5) “I couldn’t keep my wife around, so I must not be worthy of the kind of relationship my married friends have.”**

It takes two good people to make a great marriage. We’ll spend more time talking about that later (see “The Storybook”). Ultimately, you cannot control the feelings and / or actions of another.

Repeat after me: *“The kind of person my ex-spouse is has NOTHING to do with who I choose to be.”*

You don’t want to focus on your ex-spouse’s negative traits and start spinning into that tempestuous train of thought, but it’s a very good thing to exercise sober judgment in considering that one emotionally healthy person absolutely MUST be coupled with another in order for a marriage to work.

**6) “I have to get my ex-spouse back, and will stop at nothing.”**

Again, it takes two to make a marriage work. If there is a realistic shot at reconciliation, go for it. BUT...if you are simply trying to pick up the broken pieces because it's just too scary to go out and make a new (and better) life of it the second time around, STOP IT and start giving yourself credit. Do not reach backwards due to fear of change or outright stubbornness.

Many of you reading this may be unable to comprehend the concept at play here, but I have received way too many letters from divorced folks who are disgusted with dating after a short period, and thinking it would be better just to go back to the ex. Another potential twist here is being so dead set against being divorced at all that you are willing to go back to any situation, regardless of the danger involved, in order to avoid the “stigma” or “guilt”.

You may or may not be experiencing any or all of the feelings discussed herein. And if you aren't, more power to you. Use this discussion as a way of recognizing potential pitfalls and thereby keeping yourself out of a world of personal pain.

If, on the other hand, any of the above thought processes sound at all familiar, you are not alone. It is all too common for divorce to damage one's self-concept and cause one to ask hard questions about what the future holds. That said, in every case this way of thinking is destructive and is in fact **ROBBING YOU** of your chances at future success.

Take a close look at your frame of mind, and start making a point to consider yourself more in line with how others see you. How? Well, here's a hint: Are you interested in and / or currently dating other divorced people? If so, I sincerely doubt you are considering all of your dating prospects “bad” or “permanently damaged” people.

And they're not. And neither are you. So get over it.

## Your Ex's Opinion No Longer Counts

As if it ever did. No kidding.

Now don't get me wrong. Having been married for almost eight years, being divorced involved breaking some hard habits.

For a while there I still referred to her as "my wife...err, I mean my ex-wife".

I still parked on the right hand side of the garage. And slept on the left hand side of the bed. And made sure the seat was down (and how come she didn't ever leave it UP for me, come to think of it?).

And I remember being held hostage to the negative thoughts and beliefs planted in my head over the years about who I was and what I was about. That was an unreasonable thing to do, so it stopped.

I make it sound easy, don't I? It wasn't. And it's not for other people like you either.

Realistically speaking, having been involved in an actual, outright marriage isn't even necessary here. Some of what I'm going to discuss with you in this section can happen even when there was a "just" a dating relationship.

Once someone close to you is able to get inside your head and convince you about certain things, his or her opinions tend to stick, don't they? However, the most outrageous part about this phenomenon is the potential for CONTINUATION of the pattern even *after* the relationship (even a business relationship) is over!

How in the world does this go on? Sure...there *was* a time in every marriage, presumably, when there was some teamwork and both partners seemed to be thinking and acting in each other's best interests. But perhaps not so much after a while.

And after the divorce?

After a divorce, we all know—in our minds at least, even if our hearts haven't quite caught up yet—that it's time to move on. A big part of this process is setting ourselves FREE of the influences and opinions of an EX-spouse. The symptoms of this can present themselves in direct or more subtle ways.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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Ironically, your ex may view her activity of the sort we'll discuss in this section as important to partake in for either of two apparently opposite reasons. Both, however, are driven by strong emotion. He or she either wants to make you "pay", or he or she wants to eventually win you back. Equally ironic is the reality that it doesn't matter which of the two reasons it is—you want to be unfettered by it.

Let's look at the direct, spoken opinions your ex may have, and get to the bottom of what the symptoms of taking your ex's opinions seriously can look like:

### **1) Opinions about your lack of worthiness to attract another partner**

Considering you once attracted the bearer of such an opinion, this strongly points to lack of self-esteem on her part, doesn't it? More precisely, your ex is likely dealing with painful thoughts related to the inevitability of your finding someone else. The obvious strategy at play here is to plant thoughts in your head to inhibit that from happening or at least put it off until you WAKE UP to what's going on.

So, um...wake up.

### **2) Opinions about your ability to exist without the ex-spouse's support**

Any comments projecting her failure upon you as a result of the marriage's end or ramifications thereof should be summarily ignored. Such views are merely symptomatic of a manipulative or even vengeful mindset.

### **3) Opinions about why the marriage broke up**

The marriage is over, and it's time to move on. Do not let someone else, namely your ex, help you continue reliving the pain and / or hashing it out. Move on. I don't care who "caused" the divorce. Do not allow your ex-spouse (or anyone else) to inspire self-pity-- even if it makes your ex-spouse feel better. You do not owe her anything, despite any demands made upon you by a "poverty mentality". End of story.

### **4) Opinions about what you should be doing now**

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)  
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Whatever “advice” your ex is giving you, think long and hard about whether it is being offered in your best interest. It would take an extraordinarily evolved view on the part of an ex-spouse to take a sincere interest in the future success of the other. I mean, it can happen...but remember, the marriage failed, so isn't today's input on success a day late and a dollar short? Even that's a best-case scenario. More likely, there are ulterior motives.

I am confirming for you what you've already suspected here, aren't I? Glad to help.

### **5) Opinions about what she is doing now**

Well there are several possibilities here, depending on what emotional response on your part is desired. If the ex is emotionally injured, you can be sure you'll hear about all the destructive junkets, sexcapades, etc. and why YOU are the cause of the painful results.

Or, if your ex prefers, you'll instead hear why YOU could have prevented all of it from going on “had you known a good thing when you saw it”.

Or, if she wants you back, you'll hear about the wholesale life changes and improvements backed by an exhortation of how you shouldn't be “missing out” on it.

It's either about conjuring anger and guilt, or instigating jealousy. How about “C—All Of The Above”? Quite possibly.

Don't let it get to you. That's not an option.

Next, we'll take a look at the more subtle side of the equation: how your ex can more subjectively *influence* or even *control* you with her actions.

## Is Your Ex Still Controlling You?

In the previous section we discussed ways an ex-spouse or ex-“significant other” can affect you by expressing opinions that you may actually still be manipulated into considering as factual.

Now we’re going to dive deeper. Just because you may become wise to the words your ex may use, what about her actions? Some of that stuff is a *lot* more subtle.

By getting you to buy in to reacting to certain actions on their part, an ex-spouse holds the potential of staying in a control position with you for months, years or *even decades* after the break-up happens.

This, of course, is the Thing That Must Not Be. You know that without me telling you...right?

Good. Now take a look at the examples of possible situations below and think carefully about if and / or how any affect you—and to what extent:

### 1) Manipulation through planting “issue landmines”

A real landmine works by inflicting explosive destruction upon whatever triggers it by crossing its path. Your ex can figuratively do this by creating “issues” that appear to demand your attention. Often, this is done in an attempt to divert energy, inflict hardship or even simply to rattle you.

Anytime something comes up courtesy of your ex that could have been easily dealt with by the ex herself without your help, introduces complexity with questionable necessity, and / or is presented with extreme urgency (i.e. “You have to do this RIGHT NOW.”) you now know what you are looking at.

Examples include calls about something received in the mail, rumors and / or “rumors of rumors” (or any other such gossip-fed nonsense), disputes about where certain “community property” items are (especially small, cheap ones), unnecessary legal wranglings, etc.

### 2) Manipulation through the kids, manipulation of the kids

To many, this is the lowest form of skullduggery. But it goes on nonetheless, doesn't it?

Any time an ex-spouse brings the children into any differences ex-spouses have between each other, it's flat-out manipulative. Children can be involved in an effort to send you messages and / or gain information about you to be used against you later when / if deemed appropriate. Sometimes your ex may attempt to upset you by making sure the kids tell you certain things, such as "indirect" tactics shielding her from blame. Other times, the kids can be coached to glean info from you that will be "downloaded" when they are with the other parent again.

There is no easy answer for how to handle this since it can take so many forms, and finding those answers is probably the realm of a completely different type of professional. But regardless, your ability to recognize that it's going on and be wary of it is a big part of making sure it is mitigated.

### **3) Manipulation of the schedule**

If you are involved in court proceedings with your ex, be vigilant regarding any 'accidental' coincidences in court scheduling. They may not have been accidental.

More typically, however, schedule manipulation also involves the kids. The further Mom and Dad live away from each other the easier it is for one ex to control the other with the visitation schedule.

Perhaps it's a last-minute announcement that something "came up" that precludes you from seeing the children this weekend. I've even heard stories of dads being stood up completely when going to pick up children hundreds of miles away, because the ex "forgot".

If both parents live in closer proximity, maybe there's a call requesting "extra time" this week. If granted, it morphs into more frequent requests until you have significantly less time with the kids...and which you are the "bad guy" for putting the kibosh on eventually.

You get the idea. Don't put up with it.

### **4) Manipulation by weakness / eliciting pity**

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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My favorite example of this is the story of the guy who still answers calls from the ex-wife to come over and help her change light bulbs, cut the grass, remove spiders, or whatever.

Matter of fact, that's the only example I need. You get it.

And oh yeah...men can do it too. Don't.

## 5) Manipulation by distraction

Anything that takes your focus away from what is important to you and redirects it towards what is important to your ex (or not important AT ALL) falls into this category. Your ex-spouse may deflect a real issue with a subject-changing tactic, or may be attempting to keep you from moving on in your life however she can. The first example that comes to mind of the latter motive is a repeated tendency on the part of an ex to call the other at 9:45pm on Friday and Saturday nights, when a date might be (should be?) happening!

OK, so we have the obvious verbal opinions from the previous section and now the more subtle manipulative tactics out there on the table now, don't we?

If you, the reader, are going to DESERVE WHAT YOU WANT you clearly have to be strong enough to recognize destructive opinions and tactics and not fall prey to them. Work on that if you don't have it handled just yet. If you are not past your ex, you simply cannot move on to the next phase of your life.

Sure, your ex can appear to be like "Teflon" when it comes to these things. I feel your pain. But I assure you, calling her out on underhanded strategies can have a cooling effect. Be sure to be very direct yet calm, and present your thought succinctly. Do not tolerate defensiveness or deflection. Then end the conversation.

By the way, if you are ever in a position of wanting to end a conversation with your ex and do not want to stoop down to hanging up on her (because you have *class* and *deserve what you want*), try the following strategy. Adopt in your mind a stance of not offering any further information. Next, utter the words, "This conversation is over. I am going to hang up now." If your ex continues blathering, repeat your words. If your ex continues further say, "I've already told you that this conversation is over and that I'm hanging up. So I've given you due

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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notice of that event. Good bye now.” Then...hang up. You have been 100% reasonable vis-à-vis an unreasonable situation.

And if you have some ideas you think I forgot to mention and should have, send them on over to [scot@xandycommunications.net](mailto:scot@xandycommunications.net).

Now I'm going to drop a bomb.

It is arguably *even more important* that you check yourself to make sure YOU are not DISHING OUT anything on this menu either towards your ex. (How's that for a plot complication?) Are you the one saying destructive things or acting with dark motives? Do you justify it as “responding in kind”?

If you have fallen into this trap, be advised: you are not meting out justice. You are sinking to your ex's potentially destructive level. And it will hurt you.

What we're talking about here is LETTING GO and MOVING ON. Both exes must succeed in doing this. It's all part of you being able to be the kind of person who *deserves* to not have history repeat itself the next time around. You learn how to spot the destructive behavior and resist it so you are not affected by negative energy as you seek to move on with your life.

That's easy to see.

You refrain from partaking in this negative form of lashing out yourself so that you will be a strong, effective, healthy, mentally alert and ATTRACTIVE partner to your future spouse.



## **CHAPTER 2:**

### **Knowing And Recognizing What You Don't Want**



## What is an Idiot / Jerk (I/J)?

It's time to introduce a concept that will be a recurring theme in everything I write. This one, which I will bring up frequently, is the "Idiot / Jerk", or "I/J" for short. Having read this section, you will know exactly what we're talking about when that term comes up in the future.

Too many men have been brainwashed into believing that "all male behavior is BAD behavior". Rest assured it is not. You have every right to be a MAN, and women will love you for it.

Unfortunately, there seems to only be two common classifications for male human beings in today's world: I/Js and, well, complete utter wimps known as "nice guys".

I have a priceless gift for you. I'm going to sort out the difference between RATIONAL male behavior that is ATTRACTIVE to women and what can be reasonably passed off as negative I/J influence. Women think they have only two options, and generally lack self-esteem enough to habitually select the I/J over the "nice guy". Hang in there with me this chapter and you will blow minds by representing the third option, which is ironically the best, most logical and simultaneously most under-utilized.

I got a call from a female friend. She wanted my opinion on whether to go out on a third date with a certain guy or not. (Now, if she has to ask, there is a 100% probability she shouldn't go in any case, but I digress.) So date one had happened a week or so prior. She had felt manipulated and such all night, and the guy had been pushy about the sex thing right from the beginning. All the while, he wasn't really interested in learning much about her otherwise.

Well, he didn't get what he was looking for on the first date, so the second date (what!?) was much of the same. They went out to a bar, and when he wanted to take her back to his place, she went home to her own place instead. Now, all the while, the guy is (predictably) piling on lots of compliments, buying the drinks, etc.

Finally, on the day she called me date #3 was supposed to happen. He told her that she should come over to his place for dinner. Once again, there was lots of pressure being felt ahead of time.

So she called me.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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Once I understood the situation as fully as I was going to, I agreed that if she didn't feel comfortable with this guy and was more distraught about the thought of dating him than excited about it, she should call him up and cancel. No compromises. No "meeting somewhere public" or anything like that. It was time to say, "Next!" and move on.

And I told her one more thing...not to be surprised when she shared this news with him if he turned on her and started insulting her, telling her "she wasn't all that anyway" and such. I told her that when and if this happens, she should not take any of it personally. Rather, it would serve as the ultimate confirmation that she made the right choice.

Fifteen minutes later I got a text message that read, "He did exactly what u said he'd do. Surprisingly, I feel fine, relieved. Thanks!"

You're welcome. By the way, I'm no genius. It's just that I/Js are so blasted predictable. In fact, here are some tell-tale I/J signs that are easy to spot...and all too common:

- 1) **Selfish.** Especially sexually.
- 2) **Lack of respect...**for women's thoughts, needs, differences, or even their very personhood.
- 3) **Impatient.** Requiring immediate gratification, or else.
- 4) **Immature.** Unable to conduct himself and / or perform thought processes as an adult would as opposed to a kindergartner.
- 5) **Arrogant.** They are "better than you".
- 6) **Manipulative.** "If you were a nice person, you would..."
- 7) **Meat headed.** Mental synapses fueled uniquely by testosterone.

Unfortunately, however, most women (and some men) already have a clear picture of what I am talking about. This is the guy who got his cell phone number erased by the woman in that recent television commercial. "Are you sure you want to erase this number?" OH YEAH...she's sure. When someone has broken up with an I/J, don't mention his name unless you want to trigger some serious scorned-woman wrath, and stuff.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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In the interest of “equal opportunity”, the I/J is the male equivalent to a “stupid bee-atch”. Simply apply gender traits and you know which of the two you are dealing with. Ironically enough, though, there are women these days who would seem to fit the I/J category better than the bee-atch category...go figure.

Just in case there is any confusion about what an I/J looks like, let's clarify some solid male behaviors. Remember, manhood in and of itself is neither idiotic nor jerky. All men are not I/Js.

And make no mistake. As every woman who has ever been with a guy who failed to attract her knows, the opposite of being an I/J is not being feminine. At least it had better not be.

So, for the record, here are some male traits that are NOT necessarily I/J traits. Note that the I/J traits above tend to be extreme versions or outright perversions of these:

- 1) **Leadership.** He has the date planned without her input, thank you...but somehow it's perfect because he planned it around what she loves.
- 2) **Chivalry.** Ladies, will you let the guy get the door for you, or what? Don't be insulted. The man does this not because he is “kissing up”, but because he is a MAN. There need not be any additional explanation—at least to a REAL WOMAN.
- 3) **Calmness / low reaction.** Men are not I/Js if they talk or emote less. It's how we tend to be.
- 4) **Cockiness / confidence.** “Face it. You love me. LOL.” And so much better when funny.
- 5) **Sexual.** Men and women all want sex. We are created that way. It's how we act upon it that makes all the difference. (READ THAT LAST LINE AGAIN, gentlemen.)
- 6) **Looks at pretty women.** Studies show it's archetypal and hard wired chemically in men...there's no changing it. Argue with me if you want, and I'll send you links.

Here's something ironic. Remember my phone call I mentioned above? She said something very key during the conversation. She mentioned that she was really upset at this guy for screwing things up. She

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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thought he was a “hottie” and had gone in with high expectations. So imagine that...had the guy been a MAN instead of an I/J, things would have gone much differently for him.

Take notice, I/J: Good women deserve better than you. And they know how to recognize you and how to stay away from you. And this book is all about increasing their dating pool. So your days are numbered.

But I/Js don't get it, do they?

So, since this is and always will be true, look for the I/J appearing soon in an X & Y Communications newsletter near you. He'll be a recurring theme. So will real men, for that manner.

Wait...did I just say I/Js aren't real men? Looks like I did.



## The Divorce 50 / 50 Factor

You know, my parents have been happily married for almost 45 years. They met in high school and married while still teenagers. Contrary to the naysayers who no doubt told them they were “too young”, or whatever, they are still together.

In fact, all I’ve ever seen demonstrated for me by my parents was the paragon of health and happiness in a relationship. You know, they are one of those couples I’d love for you to meet. They are really good for restoring the image of marriage if you doubt good ones are possible.

So leave it to me to be the first divorced one in the history of EITHER side of my family. And with that in mind, sometimes I need to take the “advice” I get from my parents and other family members with a grain of salt. On second thought, give me the whole shaker.

Because here’s the deal: Dating after a divorce happens is a WHOLE different ball game than what happens in high school, college, or wherever else you are before the first time you walk down the aisle (at whatever age that happens). You don’t need me to tell you.

But have you ever stopped to consider WHY that is? I mean, why is it that people who are happily married for years can’t relate to what dating after divorce is like? And, more importantly, how come things are so, um...different...when one starts dating again as a mature adult after some time “away from the scene”?

Well, it’s all about what I call the “Divorce 50 / 50 factor”. I’ll spell it out for you.

Let’s face it. A marriage between two good, healthy people doesn’t result in divorce that often, does it? Maybe you can think of an exception. Or two. But definitely not more than you have fingers on one hand, right?

Right.

Because divorce is difficult on people it is therefore typically the result of someone irreparably betraying the relationship in some way. You don’t see couples calling it quits because they “just don’t feel like being together anymore”. Not often. Typically it takes violence, habitual disrespect, substance abuse, considerable infidelity, tragic mental illness or the like to bring about the divorce.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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Simply put, when divorce happens someone has just not been a very nice person. He or she hasn't kept his or her end of the commitment.

So, consider for a brief moment that you are divorced (which for some of us isn't difficult). Short of some miraculously "amicable" parting in rare instances as allowed for above, there are only two sides of the table you can be on when that divorce happens:

1) **The Aggressor**

You blew it. The proverbial straw that broke the camel's back showed up no thanks to you, and if it was the kind you drink out of, well...you sucked. The running around, cocaine habit, drunken fits and / or whatever else that was not co-habitable is now a dark secret that you absolutely MUST hide from anyone else you are going to date...especially if you ever expect to be married again someday. This is, of course, unless you are willing to end up with someone with utterly zero self-confidence. Nice.

2) **The Victim**

You wanted a happy, shiny marriage. You tried to make it work, but in the end it was either too much of a weight to bear, the physical danger became too much and / or your spouse left you first anyway. If this description fits you, there is going to be pain. The pain may influence caution at best and outright distrust at worst when considering future relationships.

So what this all adds up to is a state of affairs that makes the landscape DRAMATICALLY different than what it was when we were all much younger and busy sizing up the fresh dating pool around us.

At BEST, only 50% of divorced people can possibly be "innocent victims" done wrong by a bad, untrustworthy ex-spouse. That means AT LEAST 50% of divorced people were "aggressors". Oh, and please don't think I am about to sway the odds of fitting one or the other persona toward either gender. Stop dreaming. This is the 21st century, so being an "aggressor" is NOT just for I/Js anymore.

And here's more: the number of purely "innocent victims" is in actuality considerable SMALLER than 50%. Why? Because there is nothing stopping two "aggressor" types from getting married and making each

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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other miserable, is there? These marriages end also, thrusting both ex-spouses back into the dating world.

And wait a minute...even if one ex-spouse is purely a “victim” rather than an “aggressor”, haven’t we talked recently about that “poverty mentality” that considering oneself a “victim” potentially brings? Yeah, well, that’s not a healthy way to enter a future relationship either.

Worse, if both ex-spouses were “aggressors”, that typically means that BOTH are also “victims”. Complete with finger pointing and utter denial. And if you’re thinking what I’m thinking, you’re thinking that last sentence was scary.

So what if you are divorced like I am? Are we dating fellow divorced people? Well, why wouldn’t we? We can relate to one another MUCH better than we can to those who seem to have all the “advice”, even at the single parent level often times.

Be that as it may, we’ve shed some light here on why MORE SECOND MARRIAGES FAIL THAN FIRST MARRIAGES.

You don’t want yours to be one of them.

With that in mind, divorced people such as myself have to ask ourselves hard questions:

- 1) **Was I an “aggressor”?** If so, was it a simple mistake or a complex, habitual pattern that **MUST** be corrected in order for me to contribute to a successful relationship in the future? If a simple mistake, can a future spouse forgive me for that past history more than my ex-spouse was able to? If a habitual pattern, can I own up and get it handled—forever?
- 2) **Was I a “victim”?** If so, do I see myself being abused as such over and over? Can I ever trust someone again? Do I know how to recognize the traits of an aggressor and not settle for someone who potentially will cause history to repeat itself? Am I in danger of viewing the world with a “poverty mentality”?
- 3) **Do I know how to get down to the bottom of which category (or both) the new person I am dating is in?** Or **WAS** in? What kind of skill does *that* take? How finely tuned a B.S. detector do I have to have here? Am I confident that whichever category it is my new friend has things handled at

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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this point so it's past tense? If she is still struggling, am I settling?

*Hint: 99.9% of your divorced dates will position themselves as having been the "victim". It's human nature.*

- 4) **What are reasonable expectations for a couple to have when both are considering marrying a second time?** What is the difference between having "been around the block" a few times and / or having been to the "school of hard knocks" vs. carrying truly destructive, deal-breaker traits? Can you recognize these?

*Hint: This has nothing to do with what is hard to hear about the past...and everything with how the future would potentially play out.*

I know I have been in a position of asking myself these questions on a daily basis. Lord knows this, because I already tried following others' advice to find a nice, smart, attractive mid-twentysomething who didn't have any "baggage" (whatever that means, right?). I wasn't happy—even when I found her!

Hey, I LIKE being able to relate to whom I'm dating. So this means dating a woman who has been divorced and is a single parent is a good thing for me. But you know by now that I am about DESERVING what I WANT out of a relationship, which means I see the importance of RECOGNIZING and HANDLING the issues that being divorced brings. And you're darn skippy sure I've considered long and hard how to learn how to identify and appreciate a woman who has done the same. How about you?

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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## “No Games” ...Meaning What Exactly?

Well, if you've ever read an online dating profile anywhere, you'll invariably see some version of this Phrase Of The Day in there somewhere. It can come in the form of, “No Games!” or “I am sick of playing games!” or “I do not play games, and won't put up with it”, among others.

OK, so having seen this a few hundred times, I got a bright idea. I started asking people who used this phrase what they meant by it. The conversations, predictably, went about like this:

Me: *So you say you don't want to “play games”. What are “games”, exactly?*

They: *Uh...you know...“games”.*

Me: *Such as?*

They: *Well, you know, all these games people play.*

Based on this pattern, there are three conclusions I could make:

- 1) People have no **concrete idea** what they mean by “No Games”.
- 2) If they do know what they mean, it's **not a standard definition** that the rest of us can relate to immediately. And...
- 3) ...People just may be putting “No Games” in their profiles just because **everyone else** did and it sounds like the thing to write.

My bet is that #3 is more often the reason than not. Lack of creativity has never been in short supply on dating web sites! That said, when so many people bring the “games” thing up—even scrawling it as their very tagline in multiple instances I've seen—there's got to be something going on here.

So what's up with it?

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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After considerable thought and conversation, below are just some of the possibilities as far as what people are talking about when they write “No Games”. I don’t see this as an exhaustive list, and I welcome additions from readers. For your convenience, I’ve broken it down by gender:

## **GUY GAMES**

- 1) **What’s a “game” without a “player”?**—Now, what a “player” is, exactly, is a whole ‘nother topic, thereby adding complexity to this entire subject. Whoever he is, some women are “sick” of him. For the record, other women are inexplicably drawn to “player” types. So thank you, ladies, for clarifying up front what your preference is...assuming, um, that’s what you meant.
- 2) **The dating “rules” of engagement**—This involves doing things or acting in a certain way based on unwritten ‘protocol’. For example, when a guy gets a woman’s phone number, takes her out on a date, etc. he should wait three days to call her afterward...um, right? It’s a GAME.
- 3) **Lying about intentions**—The guy “loves her” and want a relationship. Or vice-versa.
- 4) **Over promising, under delivering**—He feigns masculine leadership and says he has a “wonderful evening” planned for her. She is all excited, and yet the two of them end up doing absolutely nothing...again. Another version of this is right after dinner out, while it’s still early, the guy says he’s really just ready to go home and “chill”. This is categorized as a guy “game” because in my opinion the guy should have dates planned for the couple to enjoy, largely based on (hopefully) her favorite things to do / places to go. Leading her on despite a real intention to be a “couch potato” (or to seduce her) is a game. And one that points to what the long-term view would look like.

## **GAL GAMES**

- 1) **Playing “hard to get”**—She leaves him hanging. A lot.
- 2) **Marking territory**—This is all about getting involved in a guy’s life in such a way that before he knows it, she is most certainly

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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not going away anytime soon. (e.g. making friends with his friends, introducing his and her kids to one another, etc.) There could be a future newsletter devoted to this topic also...

- 3) **Meal ticket**—She keeps him around because he'll buy her dinner, and stuff...and that's really all. My personal opinion on this, by the way, is that if it's going on, it's the guy's fault. He has failed to create attraction on her part and besides, who can blame her?
- 4) **Sexual control**—Anything under the general heading of "manipulation by sex" is a "game".

## EQUAL OPPORTUNITY GAMES

- 1) **Flakiness**—Generally described as saying something will get done and then not delivering. Some people are legitimate all-around deadbeats, and that's no game. The game here generally involves flaking out on someone after committing to a date, etc. because a "better option" came along and / or because he or she didn't have the guts to refuse the date from the outset. That's 'Game City', baby.
- 2) **Mind games**—Either hinting or outright saying something is so, and then pretending it was never said later. Acting in approval of some activity at one time, disapproving of the same thing another time. Carrots and Sticks. Carts and Horses. You get the idea, and this can surround any subject whatsoever. Everything from where the relationship stands to what size boxers the dude wears is fair "game" for this type of thing. This gig is all about controlling someone by weakness—usually in a passive aggressive manner (Which is, ahem, a topic that has already come up, hasn't it?).
- 3) **Presumptuous assumptions, what's your function?--** Whenever someone imposes on another person and says, "Oh, I just assumed..." you have this going on. An example here would be A invites B (note careful avoidance of X & Y variables here) to drinks. A automatically expected B to pay the bill, and doesn't have any money. Someone has been "played" here. Anything involving presumed use of the other's time, resources or talents is this sort of game. Guys, if a woman automatically assume you are going to help her move (unless maybe if it's in with you!) you are looking at a problem waiting to happen.

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- 4) **Guilt trips**—A major tactic of manipulation, often characterized by projecting blame upon someone else rather than accepting any responsibility for one’s actions. (In fact, run away from anyone who runs this brand of “poverty smack” on a regular basis.)

## NON-EXAMPLES

Just for the record, there are a few things that may seem like games, but be careful before you consider them such:

- 1) **Not knowing what one wants**—If someone wants an exclusive relationship and the other isn’t quite there yet, for whatever reason, the one driving exclusivity often thinks the other is “playing games”. Assuming everyone has been honest about intentions here, this frustration is merely to be called “not getting what one wants immediately”. Not a “game”.
- 2) **Details surrounding non-exclusivity**—If you are not in an exclusive relationship with someone, it is not a “game” when the other person is dating other people. Further, it’s not a “game” when you are not being given details. In fact, if one person is asking the other for said details (for which there is no answer that will make said person happy, of course) that might in fact fall under the “game” category.

Assuming exclusivity, by the way, is not a good strategy. People in exclusive relationships should have a common understanding that it’s the case based on objective discussion.

- 3) **Outright stupidity**—Laugh hard if you must, but you know it happens. A or B did or said something in a bonehead moment, and the other thinks it was a deliberate tactic to derail things in general. Yeah, well, it may actually *derail* things. But it wasn’t *deliberate* so it wasn’t a “game”.

So the summary here could theoretically be that if someone isn’t being up front about something, the “game” is on.



## How To Know When You Or Your Date Is Being Inappropriate

The more I talk to people who are out there in the dating world, the more I realize a simple truth: The number of *bad experiences* reported when it comes to first dates fluctuates wildly between people. With that goes another very simple truth that we've already hinted at:

***If you are having bad experiences on second or third dates, it may be possible that you are indirectly encouraging it to happen by tolerating things you shouldn't be.***

Read that last sentence again. Does this sound like it could possibly be what is going on in your world?

The concept is absolutely valid. And what's more, if you are allowing inappropriate activity to happen on dates, you shouldn't be surprised when a pattern forms after a while. The logical conclusion many people draw as a result is that "everyone out there is like this", or a similar sentiment. Incorrect. You are inviting it by tolerance and / or even attracting it with the signals you send, be they verbal or non-verbal. Recognizing "red flags" and then dealing with them from a position of strength is a major part of knowing what you do not want out of a relationship, and therefore deserving what you do want. Get it?

To be sure, both men and women can fall prey to dates acting inappropriately. Similarly, both men and women can also fail to put an end to it...if they *even recognize* when their date is crossing the line.

Before we get into examples, let's level set. If at any time while on a date you are feeling a sense of discomfort, you are NOT BEING RUDE if you choose to end the transaction right then and there. This is, unfortunately, not always obvious to some people, who may feel they owe their date something. You do not. If you are in a situation where your mind is telling you to hit the "eject" button, but your conscience is trying to interject that you should just endure it for protocol reasons, remember what your brain is for...and use it. Always. Hopefully in such a case you have allowed an "escape route" and are not dependent upon your date for transportation, etc.

So let's talk about what counts as inappropriate behavior:

### 1) Pressure

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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If you have the feeling, it's going on. The obvious cases include sexual pressure and pressure to go or be somewhere or do something that only one side wants. There can also be pressure to spend too much money, prolong the date against your will or to reveal information. All are inappropriate.

## **2) Aggression**

This may be verbal, emotional or physical. I would hope that anytime things got physically dicey we would all have enough sense to end it right there...forever.

Remember, aggressive behavior does not have to involve direct physical contact. Guys, if you are trapping women with your stance or blocking their free movement in any other meat headed way, you are being physically abusive. Believe it.

If someone raises his or her voice, deals insults, or abuses property it counts as aggressive behavior. Note also that this applies whether directed toward you or toward *anything or anyone else*. You do not want this brand of distress in your life, so do not settle for it.

## **3) Premature Touchy-Feelies**

OK, you can't really overreact if your date mildly tests the waters with a touch on the shoulder, etc. It's when your space is violated and / or someone just can't keep his or her paws to his or herself that we have a problem here. This goes for both men and women. Guys, you know you can get creeped-out just like a woman can.

## **4) Flirting Elsewhere**

If you are on a date with someone, that someone should not be pursuing other options while the date is in progress. This makes sense, doesn't it? Check yourself, however. If you are the "jealous type", think carefully about what is transpiring and whether or not your date is making advances versus simply being friendly. Incidentally, any manner of "testing" your date for a jealous streak, etc. by pushing the envelope in this way is dirty pool. Your date should not be put in a position of having to withstand uncomfortable tests. This type of manipulation speaks volumes about its purveyor. Deserve what you want in this area.

## **5) Neglect**

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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The classic example of this is going on a date and spending a large block of it on the cell phone with someone else. I'm all for granting single parents some slack here to check on the kids, but there's a definite line to be drawn somewhere. If possible, leave the cell phone in the car.

Any other situation where someone is mentally unavailable and / or outright disappears for a sustained period constitutes inappropriate behavior.

If "emergencies" come up, use your judgment. If a date's "emergency" seems valid yet you still have an empty feeling about it, don't feel obligated to pursue things any further.

## **6) General Misconduct**

If your date does anything that's unquestionably the mark of a person in need of behavioral improvement, take notice. Anything that violates your own personal code of ethics and / or conduct counts. Since your own thought process governs this, think through some personal examples. I personally witnessed a woman open the car window and chuck a soda can out. To me, that qualified. Your mileage may vary.

I would hope drunkenness would qualify for you no matter what, however. Your date shouldn't be getting drunk, especially on the first date. Pay attention. This is your date's attempt at a 'first impression' so extrapolate from there. Alcoholics do not deserve what they want, especially if *you* are who they want.

## **7) Creepiness**

Here's another area where your own preferences rule. In essence, if you get that hollow yet appalling feeling of being "weirded out", run away. Do so without reservation. Only you can decide what freaks you out personally, and you owe no explanation to anyone. All you have to remember is that you two weren't going to be getting along and it wasn't a matter of "getting to know each other better" either. Period, end of story.

## **8) Manipulation By Guilt Or Weakness**

"If you don't do this / go here then you aren't my type after all."

“You know, if you were the kind of person I could see myself with, you would do this.”

“My car is in the shop, I know I forgot to mention it but can we stop by my friend’s house for ‘a few minutes’ to drop something off?”

Yawn. Next.

## 9) Failure To Yield

Your date lights up. You ask him or her to please not smoke. He or she does anyway.

You say it’s time to go home because you have an early morning coming. Your date drags you to the next bar anyway.

You get the idea.

## 10) Boneheaded Endangerment

If you feel your safety is being directly threatened by your date’s lack of concern therefore, there’s a problem. Reckless driving, unplanned-for “extreme” activities, hanging out at known trouble spots and the like all count here.

There’s the “top ten” list. If you have any to add, send them to me. Such would be great discussion for a future “Letters” installment.

Did you notice a recurring theme? If you said “disrespect”, give yourself a gold star. If your date values you as a person—if you are **respected**—the maladies covered above will not be imposed upon you.

If you are having recurring problems on dates, do you want to change it? If so, **deserve what you want**. Be worthy of respect. How? Don’t be the one caught in a live performance of any of the attitudes covered here. If you have bad habits in any of these areas, recognize them and get them out of your life.

And oh yeah, this all goes DOUBLE if the kids are around.

## Manipulation By Religion

What I am writing about in this section I have never heard talked about anywhere else. But it is a topic that deserves some serious discussion.

It seems that a lot of us, myself included, would be happy to find someone with a moral structure similar to our own to hang out with long-term. So why is it that just when you think you've found someone fitting that description, the situation sometimes gets a little weird?

The clearest story I've ever heard illustrating this whole concept goes something like this. Boy meets Girl. In this case, they met online and reside 2000 miles apart. On paper, and over the phone, both are totally committed to The Lord. Soon, they are even talking about the long-term future. And most definitely, both are pledging their commitment to abstinence from sexual activity until marriage. With me so far?

Then one day, Boy calls Girl and announces the following: "God has told me that I am to move to [your part of the country] and start a church. And you are supposed to start it with me." Flattered, Girl agrees that's amazing, but she's still waiting to hear from God herself.

So time passes, and one day after they have met each other a couple of times and are just a bit more emotionally wrapped up, Boy calls Girl and says, "God is now telling me that I should stay here [where he lives] and start that church here." Girl responds logically. "Wait a minute, Buster. I thought 'God told you' to move here? And besides, I have this unbelievable career going and all my family is here. I don't know about all this." Boy responds, "What, don't you trust God? He values faith...and will provide for you if you trust Him." Girl at this point doesn't really know what to think, but the relationship continues.

Eventually, they both have business to do in Seattle, WA. So they coordinate and meet. Night falls, and after a great romantic evening Girl says, "Well, I had a great time. Now I'm going to my hotel and I'll see you tomorrow." Boy comes back with, "Wait! It is poor stewardship of God's resources to pay for separate rooms." Girl goes, "Look, if it's about the \$\$\$ I'll pay your room also. But my Bible says we should avoid all appearance of impropriety." For whatever reason, Boy wins the debate, and they share a room.

As you might expect, it doesn't take long before things get kind of hot. Not *that* hot, but hot enough. Girl stops abruptly and exclaims, "What are we doing? This is exactly what I was talking about avoiding!" Boy pauses, smiles and says, "You have passed my test! I would never

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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consider marrying a woman who would be intimate with me before marriage, and you have proven yourself to be worthy!” Girl says, “Um...okay. But I’m going to sleep. Your bed is over there.”

So sure enough, about 3am or so he’s in bed with her snuggling, the “motion” of which wakes her up. (Doesn’t it sound like there should be a punch line coming? Unfortunately, there isn’t.) Girl snaps awake and asks, “What are you doing? I thought this was out of the question!” Boy breathlessly replies, “I’ve prayed about it, and I’ve committed myself to you forever, so in God’s eyes we are already married!” Girl raises an eyebrow and says, “Hmmm. Yeah well...maybe you should ask about my side of that argument.”

At long last the inevitable happens. They break up.

At that point, Boy—who didn’t get what he wanted--threatens Girl with lawsuits, violence, etc. to the point that a restraining order is filed. Soon after, Girl saw an online profile of his that didn’t mention God or Christianity at all.

Does any of this sound familiar?

I find it amazing what horny people will do to manipulate those with principles into giving them what they want.

And no, it isn’t a gender-specific thing.

Consider this: The one in the relationship who has LESS commitment to the moral principles being pledged is going to work very hard at finding ways AROUND the stronger one’s barriers. This will go on 100% of the time.

Don’t kid yourself thinking that the one you are with is going to “respect” your beliefs and values if hers aren’t as solid as yours. Obviously, a strong Christian dating an agnostic (for example) will run into this. But even two people of a similar faith or moral code who are dating will likely hit a gap at some point with regard to where lines are drawn. And when people want something, they may just resort to the kind of manipulative tactics illustrated above. They might not be quite as brazen about it, and may not have “evil” intentions...but it’s still all pure manipulation. If you are a man or woman of strong moral conviction be on the lookout.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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## Signs Your Date Is Married

You know if you wrecked the truck on purpose because you needed the insurance money to make the next payment, you might be a redneck. At least that's what Jeff Foxworthy says.

And if your date is up to any of the following, she just might be married.

**1) If her picture isn't online, but she has plenty to send you...he or she might be married.**

Yeah, well...maybe people are embarrassed to be seen online by coworkers, etc. With online dating becoming more and more mainstream, that excuse is going to be less and less useful.

**2) If she always has an excuse for not having you over the house... she might be married.**

If a woman does not invite you over even after the relationship has become a close one, it can only mean one of two things: a) she's married, or... b) she's homeless (or at least close).

Now here's the other side of the coin. Checking out someone's place is an excellent way to get this whole issued resolved. Unless she's an independently wealthy one with 'crash pads' other than the primary residence, you'll be able to tell PDQ that she is single.

**3) If she can only see you at weird hours... she might be married.**

Are you being penciled in for a lot of weekday breakfasts or lunches? A "quick dinner" that ends by 7:30? Saturday afternoon from 1-2.30? OK...you can wake up now.

Bear in mind this point stands only when a blanket statement. If there are weird times in addition to blocks of time during weekends and evenings, that's probably a good sign.

**4) If she can only see you for a short while at a time... she might be married.**

This goes right along with the previous point. If someone likes you, she wants to hang around for more than an hour at a time...at least

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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sometimes. Again, some short visits are a good sign...if there are also larger amounts of time being spent together.

**5) If she lives in a major metro area but is flying around the country / world to meet you... she might be married.**

This is a good one. Listen up.

A lot of people think that meeting someone online from far away and doing the LDR (i.e. “long distance relationship”) thing is so romantic. My simple question to you is this: If she’s such an incredible gem of a “hottie”, why is this person needing to meet people hundreds or thousands of miles away when she lives in oh, say Chicago? I’m thinking that in a metro area of ten million people (or 250K people, for that matter), there’s someone local to date.

Granted, divine providence may have put your soulmate far away from you to teach you both discipline, dedication, patience, etc. But through the fog of infatuation, at least consider how virtually foolproof it is for someone who is married to set up trysts in far away places.

Be especially wary when someone from far away has existing business concerns in your city, or could logically. For example, if she works for a supplier to AT&T out of Oakland, CA, she’s probably coming to San Antonio at some point anyway. It’s way too easy for a married person to get away with this. Even if someone is coming in for the weekend, find out if she has some hobby or interest that would have earned a “kitchen pass” with the spouse.

Do the research. Add it up. Go with your gut on this.

By the way, look for the ins and outs of flying somewhere to meet an online friend later in this book.

**6) If you can’t get a home phone number out of her... she might be married.**

With so many people cutting off the landlines in favor of going mobile exclusively these days, this is far from foolproof. But if seen in combo with other factors, take it into consideration.

**7) If you’ve seen her driving two different vehicles of a similar type... she might be married.**



Example: She shows up to your first date with an '03 Honda Odyssey mini-van. On the second date, she's driving an '01 Silverado pickup truck. This is not a good sign. Sorry, troops...single women just don't tend to own both a pickup truck and a minivan. Or two different Honda Accords. You get my drift.

If you call the woman in our example out on this and she says something to the effect of, "Oh, that's a rental. The car's in the shop" take into consideration that:

- a) Rentals are usually less than two model years old...
- b) ...are invariably free of visible damage since even "used" car rentals don't have smashed fenders...
- c) ...almost always have the rental company's logo / barcodes on them somewhere, and...
- d) ...rentals from dealers / repair shops are typically small econo-boxes or (at best) equivalent to the customer-owned vehicle.

The rental excuse will either hold water, or it won't.

**8) If she has tan lines on her left ring finger... she might be married.**

Yeah, this is the classic stereotype. It's obvious, but it still deserves mention. People still try to get away with this.

**9) If she is "legally separated"... she might be married.**

Scratch "might be"...such a person *is* married. This scenario deserves careful research and lots of questions. Also, be advised that in some states (e.g. here in TX) there isn't even *such a thing* as "legal separation". Being involved with someone who is "separated" may mean the spouse (and that's what that other person is, frankly) may not exactly feel the same way or be on the same page as your date. Proceed with caution—after all, there's already an admission going on here that she's married! Guys, this is a good way to get shot at. Think about it.

**10) If the divorce "is going to be final any day now"...she might be married.**

This goes hand-in-hand with the point above...maybe literally. You have an admission from your date that she is married so almost any excuse goes, doesn't it? For what it's worth, I really hope that if you are intelligent enough to read English you would never be willing to believe that your date is going to "get around to leaving" her spouse sometime "soon". Please.

**11) If she just moved here from somewhere else... she might be married.**

Sure people move all the time, but if there really wasn't anything to move TO in your city for your date (e.g. job, family ties, etc.) then you should find out what she is moving FROM. *Caveat emptor*...the breakup might not be final back at home.

**12) If she has to leave when the cell phone rings... she might be married.**

Oh yeah. Gotta answer the phone when the spouse calls...and in this case your date is going to have to lie to everyone at once about it, so that conversation can't happen in front of you. Logical, isn't it? This isn't failsafe, however, especially if your date is on-call for work a lot and deals with potentially sensitive info (e.g. doctor, lawyer, law-enforcement). You make the "call" on this one.

So there's a dozen for you. If you have more signs--or great stories--send them.

## Harem Builders

Next I am going to bring you face to face with a practice you may have suspected was out there, but not necessarily have ever been able to conceptualize in a concrete manner.

And I am either going to be showing you how to protect yourself from it, or how to create a lifestyle from it. That part is your business as the reader. My job here is simply to open your eyes and demonstrate how it works.

I call it “Harem Building”.

Now we all know that polygamy is illegal in this country. People can’t marry multiple spouses. Of course not.

But that doesn’t change the fact that certain men or (ahem) women have figured out how to collect multiple loyal partners of their choosing. If a simple formula is followed, this can be done very effectively. What’s even more striking, it can be perpetuated almost indefinitely and not necessarily even with any actual deception.

Here’s how it goes. Let’s call the mythical parties “A”, “B” and “C” for our purposes here.

“A” meets “B”. “A” dates “B” and says something to the effect of, “Hey, I really like you and you charm my socks off. I enjoy spending time with you, and can’t wait to see you again. But I’m just not ready for an exclusive relationship right now. I may be someday though, and who knows...you may be exactly the one who makes me want to pursue that in my life.”

“B” may be perfectly okay with the “casual” nature of the friendship. Or, “B” may be more relationship-minded. It really doesn’t matter, because even if the latter is the case, “B” may be up to the challenge of “persuading” “A” to fall for him or her alone.

So then, in “A”’s mind, “B” is securely in the fold. Know what? “A” is probably right.

“A” has been honest with “B” about not wanting an exclusive relationship. Therefore, “A” meets “C” *and repeats the entire process.*

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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Now, it's easy to extrapolate this concept and come up with a virtually infinite number of people who "A" has made such an arrangement with. Assuming "A" is effective at meeting potential partners, the only limitations would appear to be "A"'s preferences as to how often he or she would like to see each person on his or her list, and / or the tolerance people on the list have for receiving less attention than they might desire.

No matter what, whether the list is two, five, ten or twenty..."A" has built a harem.

It's true. And, good gravy, he or she didn't even have to *marry* anyone, let alone financially support them or anything! What a mind blower. Yep...Harem Builder (HB) simply takes a look at the list and decides which Harem Member (HM) is the preferred companion for whichever situation.

And it's as easy as that.

Knowing this information, how do you feel about it? Maybe I've just "blown your cover", huh? Or maybe, I've just opened your eyes. Whichever it is, you'd better believe it goes on.

Now, remember I said that there isn't necessarily any deception involved. Of course, there could be. "A" may be an outright cheater and tell every "letter" that he or she is the "only one". So it goes at times. But usually that isn't necessary. An astute Harem Builder can go about the business at hand with everyone's permission who is involved.

You as a reader may now be able to cast yourself as either "A" or "B" in the story above. Now what? Hey, you know, it's altogether possible that "A" may really, truly be ready for that relationship to happen when the right "B" comes along (force yourself to watch the final episode of "Sex And The City" for a primo example). If so, "B" had better be the type of person who "A" wants to commit to, which we'll elaborate upon later. It's also completely possible that you are fully okay with being in "B"'s position.

Two things to remember:

First, particularly effective HBs might be able to instill a sense of loyalty in each and every member of his or her harem simply by dangling the "carrot" of a potential future exclusive relationship. Psychologically, this often results in being treated to a sexual partnership from HMs who may see it as a way of getting the HB to move into relationship mode.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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Often, sex has a much different meaning to HMs than HBs, of course, and said HM's are uncomfortable with multiple partners, preferring to simply block out of mind the fact that the relationship with the HB isn't (yet) exclusive. What this translates to is that HBs can actually have multiple partners...*most or all of whom are faithful only to him or her!* In these cases, you can begin to see how the concept of "Harem Building" isn't hyperbole. That's exactly what it is.'

What? I know what you are saying. "No GUY would ever fall for this!" Really? Look around.

That brings us to our second thing to remember. If you are accepting membership into harems, you have every right to build your own, don't you? Now there's a challenging thought, right?

Some of you reading this will no doubt think that what we are talking about here is precisely what you want out of your relational pursuits. Others of you who are not willing to settle for anyone less than a partner who completes you are ready to vomit.

The choice is yours. But yes, I did strategically place this section at the end of this particular chapter.



## **CHAPTER 3:**

### **Knowing And Recognizing What You Do Want**





## The Media Has Lied To You

...about what the opposite sex is attracted to. Absolutely.

Every day it's a constant barrage of noise. All of us, apparently, have to make some big changes—and now---or else you'll never get a date again. All for 3 easy payments of \$49.95.

Oh, come on. Are we really this gullible?

Lately I've been paying attention to media, especially advertising, and realizing more than ever how we are getting played. Think about it. Just about everything communicated to us in the media is designed to sell a product, further a cause, etc. Extraordinarily often, this plays upon our feelings of worthiness to attract "hotties". Right?

One of my favorite recent commercials is the one where the guy and girl make eye contact while on streetcars headed in opposite directions. Quickly the guy springs up to get off his ride and hopefully catch the other one so he can meet the woman. Unsuccessful...he is dejected when both streetcars leave, only to find that the woman had done the same thing (!) There they are standing across from each other, and it's presumably 'on'. What a great commercial, and what a picture perfect example of a "romantic moment" (subject of a future newsletter). Except for one curious thing...it's for a pair of guys pants. How in the world did the pants help him in the all-important quest to attract the girl? He was looking out a streetcar window!

Where this gets more personal is when it involves things we are perceived to have to change about ourselves in order to get someone to be attracted to us at all.

For guys, the easy target has historically been baldness, although nowadays penis size seems to be gaining momentum (that doesn't sound quite right...but you know what I mean). The latter is another whole topic, so let's talk about what it's like for bald guys. Bald guys have been generally trained by media to be horrified of going bald. Bald guys are remembered as ridiculed in sitcoms and in movies. Bald guys are told no women are interested in a guy without hair, and that they should spend all the money it takes to change their circumstances.

Now, I happen to have plenty of hair on my head, so I'm an unbiased opinion here. Judging from informal conversations with numerous

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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women, and from what I've seen on online profiles, I think far fewer women are categorically turned off by a receding hairline—or even flat-out baldness—than these commercials would like for us to believe. You can even go to [www.hotornot.com](http://www.hotornot.com) and see the kind of objective ratings guys get for yourself. The numbers don't lie. The website is not called [www.hotorbald.com](http://www.hotorbald.com) (check the link—nope!).

The ladies are fed even more preposterous stuff. I saw a mascara ad several years ago where the waiter made a Freudian slip and asked the lady if she wanted some butter (or something) to go with her “lashes”. What a wakeup call that was to watch. Do you think us guys are really going around paying that much attention to eyelashes? We may indirectly notice how long lashes positively affect a woman's attractiveness, but really--I assure you--we aren't obsessing over eyelashes are we?

Better example: fashion. Most of us guys--again not a general statement but far more than women are led to believe--really think a certain woman might look as great in a sweatshirt, sweatpants and ankle sox as she did in that Carolina Herrera gown last night. Right? In fact, the “girl next door” thing in general rules with many, many guys (as we will elaborate upon later). Yet, why do we sometimes feel self-conscious for being attracted to a woman like that?

Don't we all appreciate someone real? This goes for plastic surgery, also. Informal surveys of my male friends show that we really don't all go for a large breast size. It's true. Believe that also. I can count on both hands the number of guys I know who appreciate women with surgically altered bust lines. If you are reading this and among the minority, that's fine, but realize you truly are in a minority of men who want women with fake chests.

And how many times have you seen someone who has had a facelift, and immediately thought she (or he) would have been better off leaving it alone?

And the clincher? News flash: Despite everything you've heard, seen, and have had played before your eyes...(are you sitting down for this?)...A LOT of guys don't prefer skinny women. Most, I've found, when they are truly honest prefer women with “average” physiques.

And this particular thought process appears to apply to both men and women. I've even heard lots of women talk about a guy with some “meat on his bones” instead of washboard abs (you can't have both). And guess what? Likewise, plenty of guys like curvier women. More

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

More From X & Y Communications: [www.deservewhatyouwant.com](http://www.deservewhatyouwant.com)

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guys may think this way than actually will admit publicly, also—likely because of what the media has taught us should be attractive. Do we all have “bad taste”? That’s subjective—as it should be.

For the record, extremism is a different story. Sure, some people are attracted to “fluffy” people, as Gabriel Iglesias would refer to them as. But let me be the first to tell you that there are FAR more obese people in the United States than there are people who favor them. The ratio is just not a promising one if you are acutely overweight. So, as difficult as it may be to hear, it’s even more difficult to *deserve what you want* without getting that handled. All of that aside, if someone is affected as such he or she should get that taken care of for health and lifestyle reasons if no other.

A final note the subject of body mass, which will serve to clarify the issue further. An interesting story was conducted that showed men will predictably be attracted to a 7/10 ratio between waist and hips, which also happens to be a good scientific quotient for indicating female fertility, it seems. This ratio is considered attractive by a wide sample of men regardless of how it is achieved. In other words, body fat percentage isn’t a factor. OK, so why don’t all women know this? Easy answer: because nothing can be done to influence it. It is impossible to “spot reduce”. There are no products to sell, so the media has no interest in telling them (or you as a man) this sort of thing.

But you have the ability to lose weight generally—if you want to. And women can put on make up, and hair stuff, and different clothes, etc. Darn skippy. And you hear about that all the time.

Why?

Because *there’s money in making people feel insecure*. And once the ball is rolling, it’s a financial bonanza. It’s this way in part because of the basic message we’ve discussed here and in larger part, I’ve come to believe, because one can *never do enough*. All the time, effort and money spent don’t necessarily get attraction to happen. In fact, the cumulative effect can actually backfire, causing less attraction because of the perceived plasticism or, worse, the insecurity associated with never being “good enough”.

So get wise. Don’t let the media tell you what makes you attractive and who you should be attracted to. Make your own decisions.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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## The “Storybook”

Are you one of the many who will not ultimately settle for anything less than a “storybook” relationship? You know what I mean. A really deep love, lots of romance that keeps on going for the long term, kindness towards one another, eternal butterflies, sex multiple times a day, etc. I think a lot of people are. As well they should—if we’re talking about finding one person to share life with, that’s what such a life is all about.

Well, there are a lot of people who ARE NOT finding it. And they are wondering why not.

At least two years ago I saw a woman’s online profile that for some reason changed my life.

No I didn’t fall in love with her. Actually...I didn’t even *write* her.

She was 37 years old, VERY attractive physically, seemingly intelligent and all that...but NEVER MARRIED. Now, there’s nothing really so bizarre there *per se*, except that this woman’s tone made it clear that she wanted to find a husband more than anything in the world. But near the top of her narrative she blurted out this gem of a statement:

“I hate complainers.”

Which, having an ironic sense of humor, caused me to laugh out loud on sight. I mean, complaining about complainers is enough of a paradox, but then she went on to rant (aka complain) as follows: “I don’t like men who watch sports all day.” “I need a man who is willing to go to the mall with me.” “I have already reviewed most of your profiles and eliminated 95% of you because I don’t like you” “Must be open-minded.” “I hate the jealous type of man, and you’d better not be because I have a male dance partner I go out with every Tuesday night.” “I demand monogamy. If you are not a ‘one-woman’ man, don’t bother.” All of this, invariably, punctuated with “I will not tolerate games”.

Well, she said “don’t bother”, so I didn’t.

And it’s not because I’m not a ‘one woman man’. Clearly, after 37 years of life she hadn’t figured out that a lot of other men aren’t bothering either. Let’s just say if there was a “runaway hotline” for online daters, the phones would be lit up with guys who had read this chick’s single-sided, double standard drivel.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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Perhaps most telling of all, the profile ended with a statement that sent chills up my spine: “I know my prince-charming is out there. It’s like finding a needle in a haystack, but I’ll find him.”

Um...no she won’t. Not happily. Because she is KILLING any chance of getting what she so very much wants by NOT FULFILLING HER END OF THE DEAL. I couldn’t help but wonder how long the list of guys is who “didn’t make her happy”.

There’s a much better way to find a “needle in a haystack” than with a Zippo lighter, isn’t there?

If you want to have a “storybook”, you have to DO YOUR PART.

In other words, if a woman would like to attract the HERO of a Disney princess movie, she just can’t be out there thinking and acting like Cruella De Ville. And if I want my own personal Rachael Ray around the house, I can’t be thinking and acting like I’m born to act out Eminem lyrics.

Are you laughing at how overblown, if not straight-up ludicrous, this all sounds? Not so fast...I can’t believe the number of people I talk to who go through life with a mindset very close to this. Frankly, if you want a PERFECT partner, you are going to have to CLEAN UP YOUR OWN ACT accordingly.

Now, if you are reading this, I’m sure you are not inhumanely flawed so as to be the very essence of evil itself. Still, every bit of what you do to become a more attractive human being will increase your odds of finding and keeping someone more attractive to you. Duh. It took four rocket scientists, Dr. Laura and a small boy to come up with that...right?

A list of examples of how the “storybook” would potentially devolve into “Bride Of Chucky” could be endless, but each would illustrate a lack of parity between one’s personal reality vs. what he or she wants in a partner. Each individual can form a relevant list for him or herself.

Be honest here.

You can’t really expect an aerobics instructor if you are a couch potato...and if the aerobics instructor finally is disgusted enough physically that the sex life takes a dive, it’s NOT the aerobic instructor’s fault.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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A guy like me cannot expect a vision of manicured, pedicured, salon-tanned femininity if I'm unwilling to mix in an eyebrow clipper here and there...and if there's friction because of it, it's NOT her fault.

One who loses his or her temper a lot is NOT going to have a "storybook" marriage simply because he or she married a kind, loving person...and it's NOT the other person's fault. See what I mean?

Even if you are happy dating lots of different people, the ideas in this section are worth considering, because it's about putting yourself in the position of EARNING what you are EXPECTING from the other person...

...Which sounds a lot like DESERVING what you WANT, doesn't it?

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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## Beautiful, Cute and / or Sexy...What Do These Terms REALLY Mean?

I know what you might be thinking.

“What on Earth do we need THIS section for?”

If you found yourself asking exactly that upon reading the title, stay tuned. You may be in for a big surprise.

Why is that? Simple. Although very often used in similar contexts, these three terms are NOT interchangeable.

In fact, it's not only possible but also *probable* that a certain person may be one or both, but not all three.

Let's break it down:

### Beautiful

beau·ti·ful   [Pronunciation Key](#) (by<sup>oo</sup>te-fəl)  
*adj.*

1. Having qualities that delight the senses, especially the sense of sight.

The meaning of the word “beautiful” clearly points to something or someone being “easy on the eyes”. Below the above definition on [www.dictionary.com](http://www.dictionary.com), the phrase “excites aesthetic admiration” qualifies it further.

So, when we find someone “beautiful”, we are recognizing that the person looks good. There is not necessarily anything more to it.

### Cute

cute   [Pronunciation Key](#) (ky<sup>oo</sup>t)  
*adj.* cut·er, cut·est

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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1. Delightfully pretty or dainty.
2. Obviously contrived to charm; precious.

If a person is perceived to be charming and precious, this causes the beholder to be enthralled and to ascribe great worth to him or her. Now, notice here that the first definition specifically points to the kind of femininity that “delights”. This would make “cuteness” in this regard decidedly a female thing.

However, being “charming” is exactly what would cause a man to be seen as a “cute guy”...unless, of course, the terms are getting crossed up here, which is exactly what we’re seeking to clarify.

Notice that being “cute” is not necessarily about physical appearance. What it *is* about, concisely put, is “warm fuzzies”. Beauty may “delight” the senses, especially sight, but “cuteness” delights to the very core of a person. “Cute” people fill our hearts with emotion. They bring a smile to our faces and make us want to hug them. (Yeah, like a baby duck or something.)

## Sexy

**sex·y**   [Pronunciation Key](#) (sɛk 'sē)  
*adj.* **sex·i·er, sex·i·est**

1. Arousing or tending to arouse sexual desire or interest.

Someone who is ‘sexy’ arouses an animal sexual attraction. It’s that simple. No further explanation required. See “hot”.

OK, so how can we use this information?

For starters, I think it’s crucial for us to know the difference between these three and how they relate to not only ourselves but our view of others. Although these concepts are clearly NOT interchangeable, they are very much interrelated.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)  
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Know who you are and how all of this affects your world. And know who you are looking for in the dating world and understand why. Simply thinking about all of this with the lights on will help you sort these somewhat subjective concepts out for yourself, but far be it from me to leave you without some basic thoughts:

- I don't know how many times I've heard a cute woman say, "I am SOOOO sick of hearing how 'cute' I am. Why can't I be beautiful?" Cute is NOT a bad thing.. Considering the depth cuteness has relative to either "beautiful" or "sexy" as pertaining to the entire being, I could argue that cuteness rules over either of the other traits. In fact, I personally consider cuteness to be a major pointer to both beauty and sexiness. Not everyone is like me, but I know I am not alone.
- Sexiness is a trait that is best defined by those in a position to be sexually attracted. If this sounds way too obvious, think again. I've heard plenty of heterosexual women attempting to sort this out with regard to other women. Usually, they are perceiving cuteness or beauty as automatic sexiness...
- ...OR they are considering another woman and "wondering what men see in her". Indeed, sexiness may very well be independent of cuteness or physical beauty, and largely defined by archetypal, primal factors.
- It is entirely possible to be "beautiful" and yet be emotionally uninspiring in either of the other two areas. Think of someone you know whom you realize is easy on the eyes, yet you just don't "feel it" for her. You got it...that person is neither cute nor sexy to you. They *look good* but aren't *attractive*. For me personally, models in catalogs other than the "sexy" ones often are quintessential examples of what I am talking about here.
- What category or categories someone falls into is completely subjective, of course. Opinions vary between people and are made purely unconsciously. We do not make a deliberate decision, *per se*, as to where to slot someone.

To sum it up, my humble opinion is that three completely different emotions are driven by the three respective traits discussed. Beauty drives admiration. Cuteness drives affection. Sexiness drives desire.

Where are your priorities when it comes to all of this? One or two above the other(s)? All three? None of the above? Are you sure?

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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## Perfectly Imperfect

By now you have likely figured out that I freely move between the practical and the philosophical around here, and in this section you will not get a bulletized list of info. Instead, I am going to let you in on something you may have already suspected is true, but perhaps have not yet been able to quite figure out completely. As such, this conversation is one I cannot wait to have with you, because it carries with it the possibility for tremendous personal freedom and empowerment. And it goes a little sumthin' like this (hit it!)...

Earlier in this book, I wrote to you about how the media in this country has a vested interest in programming us with pre-packaged ideas about what we are “supposed” to be attracted to. As you know, I believe there are a lot of men and women out there who are going to great lengths to approach a certain level of “beauty” that is, for the most part, a constant chasing after the wind.

Several months ago I happened upon “The Bachelor” as I was flipping channels. The eponymous subject is apparently to decide between four women, all of whom are completely unique individuals. What a heart-wrenching challenge for him, according to the plot. Well, I looked at the TV and as my eyes started to glaze over (losing interest) it dawned on me...I was personally feeling virtually zero attraction for any of the four women he had standing before him.

Don't get me wrong. It's not anyone's fault that this is the case. Everyone involved with the show is beautiful, “nice”, etc.

I'm just different. And this got me thinking.

If I really consider the type of woman I would be most attracted to, she would never really be the “Barbie” type, approaching media-driven perfection physically.

Ever.

Let me spell this out: Put “Barbie” next to a woman who somehow seems like a natural match for me, and I will be feeling more natural, visceral “energy” for the latter than for the Super Model type. So who is this chick?

Some call her the “Girl Next Door”.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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I call her amazing.

And better yet, I'm going to tell you why. The general idea is that it's precisely the fact that she is NOT so perfect that makes her more attractive to me. The 'imperfections' themselves may not be so easily defined. In fact, I'm hard pressed to come up with a laundry list for you, because it would be different for me than it would be for you. But basically, such a woman brings a 'total package' that I can certainly appreciate.

Maybe the "imperfections" are exactly those I can relate to. But whatever the case, what makes her potentially "imperfect" for others is what makes her who she is in my eyes, and I would never want to change her to be more "perfect". In every case, though, she's the type of woman who others will invariably say "looks cute with me". We just look and act like we belong together.

This is a magical thing. When I know this is going on, I am proud to be with her and to be seen with her, even if other guys may not see in her what I see. In situations like these, when things are firing on all cylinders, we both understand how what's perfect and what's IMPERFECT work together to make us get along so well.

It has been said that people often end up together who physically look alike. If you have ever seen a couple and aren't really sure if they are brother / sister or on a date, you know exactly what I'm getting at.

I think this is absolutely a truism. I have a friend who is physically very different than I am, and the women he tends to go nuts over I wouldn't ask out in a million years! But see, what I think doesn't matter. If he is with someone who he really digs, then that is all that matters. And it's particularly interesting how he gravitates towards women who kind of look like him.

Unfortunately, many of us want approval from others when it comes to who we are dating. We want to be with the one whom everyone else finds attractive. The irony, of course, is that attraction is subjective and therefore impossible to really measure for sure. So trying to date someone who impresses everyone else quickly becomes wasted energy.

Want a quick test as to whether you are vulnerable to this way of thinking?

OK...I can do that.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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Here's "**Part One**": Have you ever found yourself dating someone who many of your friends think is utterly fantastic, when you yourself have this nagging feeling that you are not appreciating her as much as someone else would? I certainly have in the past. It's as if I feel like I am dating someone else's woman. It's easy to get somewhat confused in these cases because the feeling on the surface is, "What is wrong with me? How come I can't fall for this person?" Well, that's a case of being caught up in seeking "perfection" rather than "imperfect perfection".

"**Part Two**" involves the opposite scenario. What if you are dating someone who really does it for you, but who you aren't exactly sure measures up to everyone else's "standards". You may wonder if your friends and acquaintances are thinking you could do way better. You may even be altogether *ashamed* to so much as introduce her to people you know. This creates a "civil war" in your soul, because YOU are attracted, but you just don't know if you are thinking irrationally. Well, attraction IS irrational, and everyone else's "reason" ("ration"?) means little.

Get it? If you carry either mindset illustrated above, you care too much about what others think instead of what is right for you. Wasted energy.

Nobody is perfect of course, but focusing on someone who is perfect for me is about as good as it gets.

Here's a final thought about "Part Two" above. It is truly remarkable how often someone will breakup with a person for those reasons, only to find that his or her ex gets SNAGGED UP IMMEDIATELY by someone else equally as sharp. Maybe even one of the very friends for whom there was "embarrassment" about introducing him or her to. Hmmm.

## What Does “High-Maintenance” Mean?

Everyone is familiar with the term “high-maintenance”. And it appears to carry a connotation that most of us do not want to be associated with personally. But have you ever noticed how difficult it is to be on the same wavelength as someone else when discussing it?

Here’s what I mean. Girl calls Boy (for the sixteenth time this morning) and opens with, “Um...I was wondering...what should I have for a mid-morning snack? Have you eaten anything this morning?” Boy responds with, “Wow, girlie. You are *high-maintenance*.” Girl responds with “Me? High-maintenance? I am not!” Boy naturally comes back with, “Hahaha. YES you ARE. And I’ve really got to get back to work now, okay?”

They hang up, and Girl wonders how she can possibly be anything close to “high-maintenance”. After all, she hasn’t had a pedicure in weeks.

So what happened here? Why the disconnect?

The answer is disarmingly simple. “High-maintenance” is far from a generic term that is easily defined. Having thought about it, I’m convinced people are likely to differ with regard to their mental picture of what it looks like. The good news, however, is I believe that the term is not entirely nebulous, but rather one with multiple definitions. Each one is clear when considered separately. Here we go:

### 1) **Material High-Maintenance**

This is the woman (or man?) who is just plain expensive. She has the Tiffany catalog open on the Web while watching the Home Shopping Network. She really likes that little Mercedes convertible that just came out...or was it the BMW? Whatever it is, white with tan interior works. Doggie purses. 200 pairs of shoes. You get the picture. This is not necessarily gender-specific, bit the female stereotype seems to be a much clearer one.

### 2) **Physical High-Maintenance**

This person spends a lot of time on physical health, appearance, etc. If a woman, she always has a manicure and a pedicure. She also has a tanning salon membership. If a guy, call the dude

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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“metrosexual”. Whatever the gender, we are talking about lots of time in the gym. Maybe the guy who is obsessed with fitness or bodybuilding qualifies. You can also bet this person is going to take longer than you will to get ready in the morning...possibly A LOT longer.

### 3) **Emotional High-Maintenance**

This is a person who needs a large amount of “connection”. A phone call every ten minutes might be in order here just to let you know he or she was “thinking about you”. This person wants lots of reassurance that he or she is still “loved”. Such a person could very well come off as needy or clingy. He or she will often crave the significant other’s presence so much that he or she follows him or her around constantly... even into the bathroom!

### 4) **Operational High-Maintenance**

Do you know someone who always needs help? If this person is involved with something, chances are someone else is also. It could be anything. This particular example can present itself in the workplace as easily as in personal relationships. This stuff isn’t necessarily meant to be manipulative; we’re just talking about someone who tends to depend on others for help and / or input an awful lot.

### 5) **Sexual High-Maintenance**

When the other partner just can’t possibly keep up, someone who has an unusually high, virtually insatiable sex drive can be viewed as “high-maintenance”. This also applies to wanting constant affection, backrubs, etc.

OK, if you have ever met any of the above people, give me a virtual thumbs-up.

From now on, when this topic comes up you should be able to frame it appropriately and clarify the concept.

By the way, while reading the examples, did you figure out that “high-maintenance” is not *necessarily* a bad thing in certain instances? Precisely...and that’s why I’ve taken special care to include this section in this particular chapter.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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Relationships work for different reasons, of course, and if both partners are in sync about “maintenance levels” then there isn’t a problem. In fact, such resonance with one another will invariably create the kind of UNITY you want...you will be openly advertising that you DESERVE what you want. It’s simply up to you to make sure you are being reasonable and willing to reciprocate what you are expecting.

For example, a woman may be high-maintenance **materially**. If her man has the financial means and loves to lavish his woman with expensive stuff (and this can be justified in his mind a number of ways) then there is no issue. This will be especially true if the woman is genuinely appreciative and doesn’t develop an “entitlement mentality”.

I can also assure you that lots of people appreciate someone who is ‘high-maintenance’ **physically**. The important thing here is to realize the time and expense that must be invested to pull that off. There’s a balance.

Further, some couples equally enjoy affirming each other in the **emotional** sense. If that’s what they like, and neither is annoyed by the amount of time required or attention received, it works.

The **operational** type won’t be obnoxious if he or she is the type who typically (always?) reciprocates by being generous with time and efforts to others.

And if you ever find yourself in a relationship with the **sexually** high-maintenance person, that may be a prime illustration of the concept “be careful what you wish for, because it just might happen”. Haha.

I believe that if we are “low-maintenance” in every respect, we might get what we deserve—someone who is equally “low-maintenance”. As such, we just might miss out on one of the great joys of being in a relationship—taking care of each other. So pick your style, and DESERVE what you WANT.

## Why Smart And Successful Women Have It Tough

When it comes to the very smartest and most career-driven women out there, I've noticed a very common pattern when it comes to dating: *Failure*.

We're talking here about the very women who are what most would define as SUCCESSFUL in virtually every other area of life: intelligence, career, financial worth, strong friendships, even spiritual strength. But for some reason, these same women have terrible fortune overall when it comes to men. Especially, I've found, things go badly when it comes to finding and keeping the "right man" for the long term.

And to be clear, these are attractive, personable women who don't necessarily have "hang ups" and who aren't sobbing in front of a shrink popping "Vitamin P".

Nope. These are women who, in many cases, most men would sell their nearest relatives into indentured servanthood for the chance to date.

So what's up with that?

Well, there are two simple concepts at play here, and they are integrally related. Let's take a look:

- 1) **The typical man lacks the self-image to handle a woman more successful / intelligent than he is.**

For all the talk about men and women being "equals" in today's society, some ideals just aren't going to change. One of those, frankly, is that men do not want to "get beaten by a girl". This is particularly true when it comes to major, foundational things like raw intelligence and career success.

Now, we've talked about "poverty mentality" around here before, and certainly that plays into this since so very many people are affected by such an unfortunate mindset. I personally believe, however, that most every guy (even generally insecure ones) fully understands and is okay with the fact that his woman is going to be better at some things than he is. Only the most meat-headed ones have to feel like they have to 'always win' and / or are 'always right'.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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The problem arises when the man feels POWERLESS vis-à-vis a woman's superiority in certain areas. If the woman outsmarts, outearns and outperforms him where it counts critically, a man is left wondering where his manhood fits into this situation. This may surprise you, but I would argue that this is a logical, reasonable concern because...

2) **The typical woman cannot respect a man less successful / intelligent than she is.**

See that? The sentiment goes both ways. We can throw water on the fact that men typically "can't handle" being in a relationship with a smarter, more "successful" woman, but here it is: Women can't stand it either!

Women will respect a man who can easily and smoothly assume a leadership role in a relationship. When a woman instead has to take the lead in compensating for a man's lack of mental sharpness she's embarrassed. When she has to "support him" financially she harbors resentment. For her, something's missing.

Just like a woman can't deal with spineless "nice boys" who lack the STRENGTH and MASCULINE COURAGE she is naturally and unequivocally attracted to, she also typically can't stand having to carry the intellectual and motivational "gravitas" either.

Oh, I know what some of you are saying. I hear the objections already. This is such a ham-fisted generalization on my part.

Of course.

I'm just positive there are highly intelligent women with stellar earning power who just CRAVE guys who look at them with blank stares and shake their head at a loss when they attempt to engage in witty conversation. And I'm equally sure there have to be some women out there who dream of supporting a "stay at home" househusband.

Who are we kidding here?

Considering this topic tends to be something we all don't seem to discuss much, the biggest part of this conversation really is about getting this topic out on the table to begin with. That part is now done.

So then, what do highly intelligent, uber-successful women take away from all of this?

**1) The smarter and more successful a woman is relative to the general population, the more frustration she'll probably feel.**

*Know this: There is an inverse correlation between how high a woman's intelligence and career success are and the size of her dating pool.*

If a woman is in the 98<sup>th</sup> percentile on every intelligence test she has ever taken, realize that 98% of all men out there are probably going to fall short of her needs and expectations. This is not her fault; it's just how it is.

And yes...this also means that even if a woman is only slightly above-average in a key area discussed, she's likely dealing with a dating pool from which over half of all men out there have been eliminated.

**2) There is NOTHING WRONG WITH these women.**

It's important for them to STAY FOCUSED. If the dates just keep going poorly, it's easy for them to overlook the obvious and start obsessing about being more beautiful, funny, or whatever to "keep guys attracted". We're all for improving those areas, don't get me wrong. Just don't expect that to cure the main issues here. It can't happen. If you as a man deserve a highly intelligent and successful woman, consider yourself informed. Let your greater understanding contribute to your being a hero to her.

**3) They are often hyper-sensitive towards physical aggression.**

When and if a woman who is smarter and / or more successful than a guy actually DOES end up in a relationship with him, things often take a dangerous turn after a while.

When a man submits himself to such a relationship (for whatever reason...maybe even desperation, ironically enough?) there will undoubtedly come a time when being consistently overshadowed by the woman will cause the guy to feel utterly castrated. At that point, all he has left to work with in terms of salvaging masculine

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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leadership power in the relationship is the “I’m bigger than you” (IBTY) factor. How a guy acts on this depends on his maturity level, how much of an I/J he is and so forth, but it seems a disproportionate number of very intelligent women tend to get beat up by boyfriends.

Silly manipulation and mind games tend to spring up here and follow the same pattern, by the way.

Interestingly, the very intelligent or financially successful woman often ends up in a happy relationship with a man who amazes her in a different way, or even completes her in areas her own skill sets don’t cover.

For example, she may find a man who is tremendously talented in music or the fine arts. Alternatively, he may be involved with a noble life mission that positively impacts the lives of others, yet pays a paltry wage.

In either instance, his talent and/or ambition gives her something distinct that she can respect about him, which as we’ve already noted is of central importance.

Now onto what follows logically from this discussion: Men have the OPPOSITE problem, don’t we? Darn skippy. If a man is *below average* in intelligence or overall earning power (not to be confused with current income, by the way) his dating pool would appear to be shrunk by a factor comparable to that of the correspondingly *above average* woman.

And we might even have it worse overall, because the men who are highly intelligent tend to drive most women away also.

If a smart and successful guy is either too “out there” or too condescending, a huge part of the women who should be in awe and therefore all over him will just roll their eyes and walk away instead.

Ouch.

But all things considered, smart successful guys don’t exactly often fall to the extreme of being smitten with dummies and loafers either.

Right?

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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Remember. Do not SETTLE. Do not make excuses for being sharp. Do not lower your standards. Make no apologies for your giftedness, whether you are a man or a woman.

Instead, as always...DESERVE WHAT YOU WANT.

## **CHAPTER 4:**

# **Changing Your Thought Process To Deserve What You Want**



## Are You Taking “Advice” From Miserable People?

Do your friends and family continually offer you advice about the opposite sex? It doesn't matter if you are married, dating someone, dating several someones or dating no one, does it? Everyone has an opinion. We've already touched upon this concept in several places in this book.

But have you ever wondered what state of mind those opinions are coming from? If you take a moment to consider what might be driving the desire on others' part to give you advice, you may be surprised by what you discover.

Let's face it, there are vast numbers of people out there who are NOT happy with how their relationships have gone in the past and / or are going now. Yet, if your experience is anything like mine, it's amazing how precisely those sorts of folks are the ones most eager to give US advice.

Why is this? Here's what I think. As discussed earlier, psychological experiments have shown (which you can find a host of references to easily through Google.com) that people can have either a “**poverty mentality**” or an “**abundance mentality**”.

An “**abundance mentality**” is a productive and healthy mindset that believes there is more than enough success and prosperity in the universe to go around. Someone with this field of vision is confident that he or she will succeed and hopes that you will also. What's more, such a person actively pursues goals and encourages others.

Conversely, a “**poverty mentality**” is a frame of mind in which a person believes that any chance of personal success is largely hopeless, and typically everyone else is to blame for this state of affairs. This, in turn results in a pattern of intensely jealous feelings and even animosity towards those who are successful...particularly in areas where the “poverty” driven person feels things are most hopeless for him or her. These negative feelings can either be overt or covert in how they are manifested.

So what does this all add up to?

You got it. Simply stated, not everyone who is giving you advice has your best interests at heart. In fact, the opinions others express regarding how you should or shouldn't conduct your relationships (or

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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any other personal matter, actually) must nearly always be filtered through which mindset the one proffering the “advice” is coming from.

Here are the “top ten” examples of the kind of NEGATIVE advice you may have received in the past from “poverty” types. Remember, this sort of admonition can be delivered with a smile. At times, someone may actually even think he or she is giving good advice, having grown so accustomed to the comfort of not having to succeed. So in the end, you and only you can be counted on to have the wisdom to see which mindset someone is coming from.

Here’s the list:

**1) “You are too picky. Nobody is ever going to meet those standards of yours!”**

Considering the emotional, material and lifestyle costs of divorce, I would counter this sort of talk with, “Are you out of your flippin’ MIND?!?” If you aren’t going to be highly selective with regard to whom you are spending the majority of the REST OF YOUR LIFE with, then you are setting yourself up for a world of pain.

Believe it. You MUST not settle. Ever.

Rather, do the work of becoming a man who DESERVES what you WANT. KNOW what traits you require in a mate, and make sure you do your share of the “heavy lifting” to ensure you are equally as valuable a partner to the person who ultimately is your future mate. Absolutely do what it takes, and...oh yeah...absolutely NEVER settle.

Now if you’re saying if a person isn’t a fan of, say, Jack Johnson’s last album then “don’t bother”, then that’s probably being esoteric, as discussed before. You understand the difference here...

Did I mention you shouldn’t EVER settle?

**2) “All members of the opposite gender are screwed in the head. You might as well get used to it.”**

Yeah well, there are a lot of messed up people out there. And there are also a lot of people who ARE NOT messed up. Assuming all in your life is framed positively, you must learn how

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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to spot signs of bad habits or lifestyle choices that will potentially doom a relationship. Then, you must make a CONSCIOUS decision to end a questionable relationship while it's still relatively easy—i.e. before falling in love with such a dangerous person. We've covered some of this before, and we'll do it again.

**3) “Don't try to be someone you're not. Someone will come along who loves you exactly the way you are.”**

Ever notice that most people who go down the “self help” trail fail? Why?

My belief is that in this culture there is a strong pressure to “be yourself”, and being “fake” is frowned upon. The hard truth is that while one is making changes to improve one's life, those changes are going to have to be intentional behaviors—and therefore NOT truly “being oneself” until they become HABIT.

So yes, this process is UNCOMFORTABLE.

Read between the lines, and you will see that the whole “just be yourself” thing comes from a POVERTY MENTALITY. If you want the best out of your life and in turn from a mate, you MUST DESERVE WHAT YOU WANT. This means, in no uncertain terms, you MUST do your part. You must believe in the process of becoming the kind of mate who deserves a great partner. And, you must make sure the type of person you want to be in a relationship with reciprocates those beliefs and the actions that go with them. It's a two way street.

Tell me, does this NOT make perfect sense to you despite all the chatter to the contrary?

**4) “Stop trying so hard. Love comes around when you least expect it.”**

Subscribe to this kind of thinking at work, in parenting your kids, and / or in any other life situation that matters and see what happens. If you want to succeed in your career you must get training and / or education, you must show up, and you must put forth tremendous effort. If you want your kids to turn out to be great adults, you must actively parent them. NOTHING worth having is accomplished by putting LESS effort toward it.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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What we are talking about here is no exception. You must actively pursue the kind of relationship you want.

**5) “Perfect relationships don’t exist. Just be thankful that you have someone—plenty of people have nobody!”**

Way too many people stay in BAD relationships for fear of not being able to find someone else after the breakup.

This is a classic POVERTY mindset.

If high-quality relationships characterized by love, mutual respect, a close bond, integrity, trust, amazing sex, and big fun did not exist, then why would our hearts yearn for one?

God is not cruel. You were created to enjoy a powerfully effective relationship with a person you deserve—and you yourself were created to be that person for someone else. So it is against your very design to give up on finding that in your life. Don’t confuse this with “sappiness” on my part. This is meant to be “tough love” for many of you!

**6) “You’ll never get that person to go out with you. She is out of your league.”**

Probably spoken by someone who secretly longs for that very person, yet is too much of an utter coward to even approach her. This person hopes you are rejected if and when you ask for the date, but has just enough fear that you WON’T be rejected that it requires they intervene directly in hopes of not having to ever face that reality. Think about it.

**7) “Everyone who is a member of those online dating sites is a freak! I wouldn’t dare risk it if I were you.”**

Oh, whatever. I’ve been online, and I’m no freak, thank you.

These people have either not even tried it yet (like most who “hate” sushi!), don’t have the guts to ever, or bungled their own experience online enough to have to pass the blame on to those he or she wrote to...or worse, those he or she waited around on expecting them to write him or her first. Everyone has to meet

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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somewhere, and online is a great place, especially for busy professionals with full lives.

**8) “Keep all your options open because she is just going to break your heart eventually.”**

This all boils down to whether you are a person who a potential partner can COMMIT to or not. We’ll go into more depth with that topic later.

But for now, know this: If you are all but giving up on a committed relationship before even trying, guess what? You *aren’t* someone who a potential partner can (or should) commit to! Work on that.

This ball is in your court, as discussed around here before. It’s as simple as that.

**9) “Love fades away. Make sure you get someone who takes care of you.”**

Ah yes, “Kissing don’t last but cooking do.”

Forget about it. If the kissing’s gone, the rest is but a shell anyway.

Your love of a lifetime should involve more than being roommates. Don’t be shallow. Here’s a dime, go buy some depth...

**10) “Everyone makes a mistake...you have to let that [major] one go.”**

Typically, this admonition follows closely behind the one about staying in a relationship simply because it beats being alone. If you are violated, put in imminent danger, manipulated to do that which you do not want to do, physically or emotionally assaulted, subject to destructive addictions and / or cheated on...get out.

Do yourself a favor.

Once you accept preposterous presumptions upon your relationship that demonstrate your partner has zero respect for

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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you, you have only opened the door for history to repeat itself again and again. Every time you stick around when something unthinkable is done to you, the more you have effectively given your supposed “partner” permission to stick it to you some more.

Don't do that.

There are others I could include, but this list should serve to help you think of those on your own.

One final note of caution on the “dating advice” front. At times there can also be advice from truly well meaning people who happen to have such vastly different experiences from ours that the validity of the advice is questionable.

For example, a couple who married at age 16 and have been happily hitched for 55 years can have a lot to offer us. Be careful, however, when it comes to their musings about finding a new partner at age 40 after a divorce. See what I'm saying?

## Confidence is Just WAY Too Attractive

Alright. Do you want to become better at attracting the opposite sex immediately? I'm not going to make you wait for the secret, so here it is: be confident. Well...duh. Every advice columnist, dating "guru", etc. has told you that already, and I am 'confident' that this is no surprise to you.

Here is the dictionary.com definition of what we are dealing with here:

**con·fi·dence**   [Pronunciation Key](#) (kɒnˈfɪ-dəns)  
n.

1. Trust or faith in a person or thing.
2. A feeling of assurance, especially of self-assurance.
3. The state or quality of being certain: I have every confidence in your ability to succeed.

Interesting words in that definition: trust, faith, assurance, certainty. You've heard these terms at church, typically referring to man's proper response to God. And I'm sure some of you have also heard "pride" is a bad thing. We have been told to be humble.

Guess what, I believe in all those things. And still, my firm belief is that the God of the Universe (yes the Judeo-Christian One) has created us to be confident. Are you wondering how this can be? Read on and the picture will become clearer.

So what, then? Do you just wake up tomorrow morning and BE confident? As I write this, the date is January 2<sup>nd</sup>, 2006. If my New Year's resolution is, "This year I'm going to be a more confident person", what are the action items that are going to get me there?

Ironically, I'm betting most people who lack confidence to begin with throw in the proverbial towel on that New Year's resolution gig PDQ. After all, ten minutes after proclaiming it they're probably saying, "Nah...it'll never happen. I can't do that in a million years (or New Years)." You can picture this scenario perfectly...right?

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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If, on the other hand, you are reading this saying, “Well, forget it--I’m already confident”, I say that’s great. I’m not surprised to hear that sentiment from you. Be more so.

So here’s a gift. I have some indicators of confidence for you—and they’re going to be bite sized for your goal-setting pleasure. They will also be VERY CLEAR-CUT, as opposed to trying to tackle this unknown but gigantic Yeti-like entity called “confidence” with ambiguities.

But first, just as “sin” is invariably a perversion of divinely inspired perfect design, here are some definite indicators of a LACK of confidence:

- 1) **Arrogance (aka Pride):** The person who thinks he or she is better than you is arrogant. Such a person also typically lacks sober judgment of one’s limits.

Get it?

Ever notice how arrogant people are a turn-off to the opposite gender? Um...EITHER gender, too, for the record.

- 2) **Show Off Syndrome:** Show-offs aren’t sexy. Believe it. Guys who sit in front of a woman on a first date and have to talk about their BMW, BMX, being BMOC or any other such BM are killing it for themselves.

Why?

Because having to “try too hard” to prove one’s own worth to someone else does not have the intended effect. Unfortunately, the opposite happens. It smacks of utter insecurity, as if the person behind the words is trying to convince him or herself of what he or she’s saying.

- 3) **General Approval Seeking:** “Do you still like me?” “What do you think of me?” “So, do I look like my pictures?” “Are you going to call me tomorrow?”
- 4) **Shyness:** If this is “cute” or “endearing” at first to some of you, dollars to donuts it’s straight-up BORING when enough is enough. People who are “shy” are limiting themselves from rich life experiences due to nothing more than performance anxiety.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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- 5) **Entitlement Mentality:** There it is again...we've talked about it a lot in this book. The world owes this person something. He or she is in a circumstance beyond his or her control. And it's someone else's fault. Such a person lacks a feeling of personal power. A life without hope is a hard life to live.
- 6) **Doormat Syndrome:** Everyone gets away with whatever they want with this person. Unfortunately, some very sweet, good people get hitched up to manipulative I/Js because of this fatal flaw.

Am I describing you?

Here's how you can tell—the next time you allow something suspect to happen to you without a fight, ask if you yourself would ever in a million years do unto others as has just been done unto you. That's right—work the “Golden Rule” in reverse.

If that exercise causes an epiphany for you, then stand up for yourself from now on. It's an attractive trait to do so.

The most alarming example of this concept I've ever experienced involved a woman who told me at the end of a particularly pleasant second date that if I wanted “to use her for sex” it was okay. Her words actually caused me to lose attraction towards her. And that's a fact.

- 7) **Laziness:** If you don't have the motivation to do anything, it could be because you really don't see any of your potential activity as mattering much anyway. Wrong.
- 8) **Self-blame:** This person is sorry for stuff completely out of his or her control. If you find yourself apologizing for everything in sight on a date, stop it.

Doing so loudly proclaims you believe that if something is screwed up around here, you obviously must have caused it. The pizza delivery guy is late, and you're sorry. It's raining, the baseball game is cancelled, and you're sorry. She decided to cancel “ladies night out” to be with you instead and you're sorry.

Stop it. Do it now. You can.

Do you see how this is NOT “humility”? To show you how pathetic this looks to others, one time I asked a woman I was out

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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with to please stop saying “I’m sorry” all the time. Take a wild guess what her response was...

That was a real eye-opener, wasn’t it? Now, if you are CONFIDENT, here’s how we all can tell:

- 1) **Unafraid Of Failure:** Get up there and sing karaoke. I don’t care what your voice is like. Someone who is full of confidence might rather do a hilarious imitation of Frank Sinatra than try to sound like him for real.
- 2) **Sober Judgment:** You know what you are capable of. You have a firm grasp of what is possible. You have vision based on personal giftedness, and believe in getting there. You are neither arrogant nor defeatist. You are BALANCED, and you’re fine with that, thank you.
- 3) **Cockiness:** I’ll get comments from some of you on this, but here goes...

Cockiness is uber-confidence, nothing more. The truly cocky are NOT show-offs making up for perceived shortcomings, nor do they necessarily feel they are better than you. They may, however, sometimes have a breathtaking sense of being able to get the job done.

- 4) **Assertive:** Take charge. Walk up to the crowded bar, get the bartender’s attention with some aplomb (whatever that means) and order your beer!
- 5) **Respectful:** If I am confident, I have no need to feel “powerful” by being rude to waiters, animals, relatives or any other easy targets. If I comfortable with who I am and respect myself, that will carry over into my dealings with others. Period. The outgrowth of this is compassion.
- 6) **Sense Of Humor:** It takes confidence to go ahead and be funny. Making others laugh involves risk—especially that of letting go of self-absorption.
- 7) **Abundance Mentality:** Hey, you’re a winner...and you want everyone else to be also. If someone else shows up to the party

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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with a “hottie”, you are NOT jealous of him. There are more than enough to go around. This goes for money, job titles, fame, etc.

For the record, this is an incredibly rare trait to find in a human being...and a DIRECT link to self-confidence. If confident and secure in one’s own identity, this is the “holy grail”. It’s true.

- 8) **Stability:** “Crisis Management” is a confident person’s specialty. Who does everyone go to when the chips are down? 100% guaranteed that it’s someone with self-confidence.

I’ve limited each list to eight items, which is by no means exhaustive. Send me your ideas.

Picture the person who does what is talked about in each list—even if only one trait at a time.

Now consider how any person—regardless of physical appearance—will go up or down the attraction scale if he or she possesses the traits found in either list respectively.

How killer an exercise is that? Think so? Cool, then now consider the bedroom skills of the confident person vs. otherwise...

By the way, I fought hard to keep “leadership” off the list of confidence indicators. Having thought about it, “leadership” is about as nebulous as “confidence”, and VERY interestingly made up of similar components. Usually, it’s thought that women look to men to be leaders. Maybe us guys don’t want blind followers either, exactly, do we? Hmmm.

Here’s hoping that putting “1/2/05” on the check at the grocery store today is the only bad date I cause this year. Hey, I’m confident that will be true.

## What Do You Deserve Sexually?

As you've likely figured out by now, this is not a "sex book". Information on how to improve your sexual technique is readily available, so it's outside the scope of this book to go on that tangent.

Instead, this is going to be the most disarmingly different yet elegantly simple chapter on sex you have ever read. For many of you, the following two pages will alone be enough to make having cracked this book worthwhile.

After all, what this book is about is **DESERVING WHAT YOU WANT**. Have you ever taken the time to think about that concept as it relates to your sexuality?

Perhaps not. And I have a theory as to why.

Somehow, somewhere, someone coined the analogy that "men are like dogs, and women are like cats." I have to admit, there are some clear parallels to support that sentiment. Ultimately, however, the stereotype ceases to be useful, of course.

So for the moment, let's put aside the notion that men are shameless beasts digging in a pile of dirt who come running for playtime when you whistle, and who would lick their own private parts if able to.

Likewise, for now let's not think of women as creatures who snobbishly ignore invitations to come hither, yet who suddenly appear wanting undivided attention precisely when you're intending to ignore them...and who are finicky eaters.

Forget all of that.

Forget also the concept that male human sexuality is so cheap and / or generally deviant that anytime a man has sex it is ubiquitously referred to as "getting lucky". Forget also that this is somehow because female human sexuality is such an elusive, glimmering prize that women are often thought of "giving it up" when they succumb to "seduction".

Where did all that come from? Perhaps it's all descendant from the "stigma" associated with women having lots of sex and / or enjoying it. Women are "sluts" or "whores" where their male counterparts are "studs" or "playboys".

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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Forget all of that also.

Instead, consider an alternative concept: that your sexuality is a rare, precious treasure NO MATTER WHO YOU ARE.

Consider the immediate effects upon internalization of that concept. Suddenly, EVEN AS A MALE, you will consider anyone who you are intimate with to be a very privileged person indeed.

And guess what? Suddenly, your sexuality will skyrocket in value like Cisco Systems stock *circa* 1997.

Simply put, if you stop chasing sex, and instead start realizing YOU are a “priceless gift”, sex may start chasing YOU instead. And the quality of your options will improve exponentially. Are you hearing this, guys?

Allow me to elaborate.

In sales there is a baseline principal involving “perceived value”. A product or service is only WORTH what potential buyers THINK IT IS WORTH. You’ve seen the infomercials that talk about how something is “a \$200 value, yet it can be yours for only three easy payments of \$19.95”. You weren’t fooled...especially since the product is “not sold in stores” anyway. So simply crowing about how special your sexuality is won’t fool anyone either.

Now, on the other hand, I’m guessing you know about the law of “supply and demand” already. If something is desired by many yet in short supply, people will pay more. If something is readily available but only moderately sought-after, the price will be less. This concept is exactly why diamonds are thousands of dollars for only a few grams of “product”, whereas charcoal for your barbeque is five bucks for twenty pounds. Both are made of pure carbon, but the PERCEIVED value is different.

And you, dear reader, want a partner who is a DIAMOND rather than one who is a LUMP OF COAL, don’t you?

I would think so.

Deserve what you want.

## How A Woman Keeps A Man Interested In Her Long Term

There are two things that I am famously not a fan of. First, I/Js. Second, the book “He’s Just Not That Into You”. In this section, I am going to talk about the basic framework of how a woman can render both utterly irrelevant to her life. As a man, it’s important for you to read what follows in this section because my guess is that I will be describing THE KIND OF WOMAN YOU WANT.

What we are dealing with here is how a woman can bulletproof herself from being lied to, “played”, trivialized, forgotten, and / or dumped prematurely...by the likes of you, a man. Do I have your attention yet?

Or would you rather continue dating women you desire nothing more from than to play, trivialize, forget and / or dump?

You can sneak a look at “Cosmo” and read how women philosophize to each other on this subject *ad nauseam*. This is different. This is from a man’s perspective. Better yet, this is from the perspective of a man who has both searched his own heart regarding the subject and can spell it out in English.

So listen up guys. Read what follows and decide for yourself if what I’m talking about here is exactly along the lines of what you are looking for in a woman you would commit to. If I’m off base or missing a major piece, I expect to hear about it from you.

So let’s start with the basics. In Chapter 3 we discussed the “storybook”. The subject matter of that section is FOUNDATIONAL to what we are talking about here. Specifically, each of us MUST take personal responsibility for being the kind of person who is worthy of who we want to attract. So if a woman is retaining a mindset that says, “Despite who I am, someday my prince will come!”, she is in a dream world that she likely will never wake up from.

Until she does, she will be reading books like “He’s Just Not That Into You” to help her find closure after a break up. My message to women who read our newsletter is that ***the point is not to figure out why he’s not into you; the point is to make sure he’s into you.*** Are you tracking with me on this, guys? Read the bold sentence again. Makes a whole lot of sense to you, doesn’t it?

I’ve lost count of how many women I’ve heard say something to the effect of, “All men are players, and none of them want to commit.” It’s not true. If that is her mindset, read on, because the problem is men

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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are not wanting to commit *to her* in particular. That statement often frustrates or even angers women I talk to, but so be it. I can introduce them (and better yet, you) to several women who report the opposite problem. We're talking men showing up with diamond rings after just a few dates.

So let's get to the talking points and elaborate upon them some. The clearest way I know how to do this is to list traits that women who men commit to have, and to follow that with traits that women who men lose interest in have.

As I list a half dozen of each, ruminate upon the brief description for a while until you see how it relates to you personally. Do you think women are intentional about these things? Men, how do you respond to a woman with these respective traits?

### **Women Men Commit To...**

- 1) **...Are Confident.** There is nothing better than a woman with a solid self-esteem. How can a guy not feel privileged when he earns the esteem of a woman who values herself so highly? (Read that last sentence again. It should hit hard.)
- 2) **...Are Emotionally Grounded.** No roller coasters. A strong woman.
- 3) **...Show Endearment With Class.** A certain look. A scratch on the back. A soft kiss. Nothing "clingy", sexually crass or inappropriate.
- 4) **...Appreciate A Man's Strengths.** And tell him so, even if he's cocky enough as it is. They support him when he is at his best, and avoid nagging or berating him when he is at his worst.
- 5) **...Are Fun.** Have a sense of humor. Don't be so uptight. Go for the adventure factor.
- 6) **...GLOW.** If the warmth of your heart is written all over your face, and your feelings for your guy show in the sparkle in your eyes, you will melt him. *I guarantee it.* This is what removes *all* doubt.

OK, that last one is significant, and I've never seen it talked about elsewhere, so lets visit about it further.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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If I have to explain it, you probably don't understand what I'm referring to. And if not that's something to aspire to for you because anyone who has ever experienced this phenomenon will automatically relate to it. The eyes are the windows of the soul. When a woman is GLOWING and RADIANT with the joy of a man's presence it is in her eyes. She has been connected with at the very *soul* level. This is deeper and more meaningful than simply touching her heart. It is also rare enough and amazing enough that any man will stick around when he recognizes it.

### **Women Men Get Bored With...**

- 1) **...Are Complainers.** I'm positive it's not good to be negative. After a while constant complaining sounds like listening to a bad disco record over and over. Believe it.
- 2) **...Think Men Are All About Sex.** So they either beat him up over the head with it, or—worse—think that by giving it out early and often they will keep him around.  
  
Hint: Sex and when it happens, in and of itself, has NOTHING to do with *whether he will remain committed or not, ultimately.*
- 3) **...Rely On Their Looks Too Much.** No. Being cute, beautiful and / or sexy is not enough to land a well-rounded guy forever. And if you get a guy foolish and desperate enough to believe that anyway and commit to you, stay tuned for a miserable life together.
- 4) **...Take No Risks.** They worry about everything and don't have the guts to go for what they want.
- 5) **...Have A Problem With "Men In General".** OK, that I/J in your past has nothing to do with your new guy. You must enjoy being a woman and be attracted to what makes men male.
- 6) **...Are Jealous.** ...And as such, probably cheaters also. OK, pay attention here! Remember the part about how so many women believe all men don't want to commit? Studies say that when people criticize others, listeners tend to consign the traits criticized to the speaker him or herself. Think about this. Are you a walking self-fulfilling prophecy?

Gentlemen, take a good hard look at these traits. Women really do often misunderstand what makes guys genuinely interested, don't they? They are often slaves to their past or to the media's message to be a "tougher" woman—just as YOU are a slave to the media when brainwashed into being a feminized "nice guy".

Guys, are you actively pursuing the same type of women over and over that you ultimately are bored with sooner than later? As such do you understand what it is you even truly want? Are you settling for being a "player" despite an empty feeling, when you've always believed you want to find one good woman?

## How A Man Keeps A Woman Interested In Him Long Term

What fun would it be for me to only give half of the story? Rest-assured, there are also certain traits that a woman is looking for in a man when deciding who to spend the rest of her life with.

I would offer that such a list follows a repeatable pattern. Certainly, it's senseless to make a blanket generalization, but as in the previous section, I am going to list half a dozen potential deal-makers and another half-dozen deal-breakers.

Listen up guys: if you are being hit A LOT with the “JBF Talk” (you know, the one that's summed up by the dreaded phrase “let's just be friends”) then spend extra time considering what is written below as closely as you can. Chances are there are one or more items you might want to address. And don't feel alone, I personally know numerous guys who women flirt like crazy with everywhere they go—and who are also completely frustrated because they can't seem to get past the second date with any woman they go out with. Hmmm....

So for this section, look at the following lists from the opposite perspective as you did for the previous section. If you aren't careful, considering the issue at hand in its fullness from both sides just may cause you to gain an even clearer “big picture” of what long-term desirability truly consists of. And...you may end up understanding women a lot better than you did just a half hour ago. Nice.

### Men Women Commit To...

- 1) **...Are Confident.** Number one on both the male and female version of this list, and for good reason. And incredibly difficult to fake yet painfully easy to recognize if it's not there. This is an *absolute must* for a man.
- 2) **...Are Masculine Without Apology.** OK, all of us have read what the extreme feminists have to say, endured “sexual harassment” videos and were possibly even put through “sensitivity training”.

Men are indirectly and incorrectly taught in this culture that being a “Man” involves inherently bad things. Well, the truth of the matter is that a good majority of women are feminine and

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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they are naturally attracted to masculinity. If you are masculine to begin with, the irony is that the sexual harassment training videos will be irrelevant because you're a man and know how to act like one. *Hint: Re-read the previous section about I/Js, and be clear on the differences between an "I/J" and a "Man".*

At the risk of facing serious objection from readers, I would go so far as to say that when it comes to driving a sense of commitment, masculine men are more important to women than feminine women are to men.

Men seem to vary in how they react long-term to tomboyish women, women who act like "one of the guys", muscular women, etc. Similarly, women who are so feminine as to be Pollyannaish sometimes are a turn off to certain men.

Contrast that with the fact that **virtually ZERO women are attracted to men with any effeminate traits whatsoever.** Think about it....after you read the previous sentence again.

- 3) **...Inspire A Sense Of Security.** A woman will not commit to a man who does not make her feel safe. Clearly, the obvious reference here would be to an abusive situation, be it physical, mental or emotional.

A woman does not want to feel as if she is in any type of danger when with her man. She wants to be free of concern regarding external hazards, and she especially does not want to feel that her guy is part of the potential problem.

Did you catch that last part? She can be a veritable Lara Croft when it comes to "defending herself", and it will CHANGE NOTHING as far as this factor goes. If you are the one creating turmoil by failing to provide financial or emotional stability and / or are causing hazardous things to happen, she is not going to feel "safe" with you. Game over.

- 4) **...Are A Challenge.** Women will not tolerate a spineless "doormat" for long. Show some guts. She'll love you for it...forever. And oh, um...don't get "comfortable" and change anything later, will you?
- 5) **...Are Leaders.** Do not, whatever you do, put her in the car and ask her where she wants to go for dinner. Know her favorites and do the planning. Translate this concept to every other facet of life.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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- 6) **...Have Composure.** A man who seems to be able to handle just about any situation is irresistible to most women. This is the very essence of being cool, by the way. Watch a few Steve McQueen movies and you'll get my drift. High-strung Chihuahua guys are a turn off.

Although my feelings on how the media influences us are well known by now, I have to admit that Hollywood has generously furnished us with numerous excellent character studies in how men should carry themselves in order for women to fall in love with them. A brief, extemporaneous list might include:

- 1) **Leonardo Di Caprio in *Titanic*--** ...who most men cannot stand, because they have no idea what women see in him. Yet, this is a quintessential demonstration of every trait outlined above.
- 2) **Tom Hanks in *You've Got Mail*--** Tom's character starts out as the "bad guy" in this flick, remember?
- 3) **John Travolta in *Phenomenon*--** Kyra Sedgwick really wants to stay away, but she just can't, huh?
- 4) **Gregory Peck in *Roman Holiday*--** Greg gets a REAL princess to fall in love with him in less than 24 hours. There's a good reason for that.
- 5) **Chris Noth as "Mr. Big" in *Sex And The City*--** What is Sarah Jessica Parker thinking? Short answer...she's not. She's feeling it...for this guy. Guys, you don't watch that show, and I get that. Deal with the pain for me and watch one episode with Mr. Big in it just to get the point. It will be worth it. I Promise.
- 6) **Sean Connery as James Bond--** What a consistent display of manhood. Very nice.

Incidentally, Hollywood has given us our share of the exact opposite also, hasn't it? Don't be that guy David Spade messes with all the time in the Capitol One commercials, okay? Same goes for George Costanza, Niles Frazier, or any John Candy character. Take a look below to find out why:

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## Men Women Get Bored With...

- 1) **...Are Followers.** Your woman is not going to want to spoon feed you and hold your hand, “sweetie”. If you’ve succeeded in cutting the umbilical cord, the last thing you should do from there is tie it to your girlfriend’s ankle instead. Love your own reality, and invite her to join you there. This is extra-challenging because most men, unfortunately...
- 2) **...Are Boring.** Most men are painfully predictable. We like what we already are doing, and stick with it.

Most women aren’t exactly tracking with that mindset.

If you want to attract a woman, consider the value of demonstrating to her that you stand for raising the energy level in her life and LEADING her to a whole new level of excitement and adventure. In order to do that, however, you are going to have to *actually have* some excitement and adventure in your life. Consider that closely.

- 3) **...Are Mama’s Boys.** I’m not altogether convinced this has to do with a woman not wanting “competition”. That may enter into it slightly, but really this is about a man not having to consult “Mommy” for things. Instead, be a LEADER. Make decisions. Cut the umbilical cord. Women are repulsed otherwise.
- 4) **...Lack Ambition.** Women want men with goals and a plan for getting there. Couch potatoes who live with their parents and play X-box all day long should never, ever complain that women reject them. Ever.
- 5) **...Lack Any Semblance Of Manners And / Or Style.** Are you a man who fails to see the importance of having table manners, wearing a belt and shoes that match and / or acting like an adult in public? If so, get your vision checked.
- 6) **...Are Jealous.** Take EXACTLY what we wrote under the corresponding bullet point in the previous section and apply it. Yes, I am making a point: Jealousy tends to run a similar course in both men and women. What with all the complaining about how men “can’t understand women” and vice-versa, you would think this factor would be universally grasped and dealt with. No way, Jose. As long as there is insecurity in the world

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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and selfish partners wanting to test the limits thereof, jealousy will remain FAR too powerful an emotion to just fade away.

Taking this section and the previous one in tandem, I'm left with the sad realization of how few people in the world truly understand what the opposite gender is looking for. Perhaps this is because we've been directed by the media to blur gender roles for so long that we are all just generally confused about what manhood and womanhood are meant to be about.

Over the years this has caused many of us to misunderstand what the opposite gender truly is attracted to.

When it all comes down to it, the truth is very simple and cannot be denied. When put into words, it's almost laughable to have to explain at all: Men are attracted to women, and women are attracted to men.

Whoever you are, be a genuine man or genuine woman of integrity, and you will be well on your way to deserving what you want.

And once you've taken care of your part, and found the partner you deserve, how do you the two of you continue to deserve each other? Read on...

## **Three Secrets To Long-Term Relationship Success**

My younger brother got married a few years ago. It was a pretty typical church wedding, which meant that the minister who performed the ceremony inevitably gave a sermon.

And it was a good one. By this, I mean I remember the outline of it three and a half years later. And I can't remember that much about any sermon I've heard since, frankly.

The title of the sermon was, "The Three Ingredients of a Successful Marriage". And I remember my exact, admittedly cynical thoughts upon hearing that announcement. My first impression: Yawn. Then I thought, "Yeah, yeah... 'Love, Trust, and Commitment', right? Or being friends with each other. Or something else I've heard before."

How wrong I was.

Going through a divorce at the time, what that minister proceeded to present was a gift beyond price. The three "ingredients" turned out to be anything but the trite, usual drivel we've all heard before. In fact, they are all but secret to most of us.

Now, it is my pleasure to take those three secrets and impart them to you—albeit with my own spin, of course.

### **1) Always Think The Best Of Each Other**

Basically, the concept here is that both spouses should gravitate towards the positive options when considering each other's intentions, actions, whereabouts, etc. If he or she says something that could have two meanings, assume the most positive one. If he or she says he or she is "working late", believe it. Yeah, I realize this is all about "trust", but it's much deeper. It's more like having the self-esteem to be confident in one's choice of a spouse...enough to believe that he or she has the best interests of both partners in mind. What an amazing gift this is. And you know what? I would tend to believe this is an attitude that falls under the "self-fulfilling prophecy" department.

### **2) Forgive Quickly**

There is absolutely, positively zero chance that a long, successful marriage is going to be 100% free of mistakes having been made

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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over the long haul. Over the short haul, either, for that matter. And when they happen, just let them go.

This is disarmingly important. See, if this isn't done, there ends up being a "cumulative effect of all the small things". Don't ask me why that's in quotes—you don't want to know. Let's just say it leads to divorce.

Let me ask you this: If you currently have a "significant other", has there ever been an argument where one or both partners brought up something that happened weeks, months or even YEARS ago? Yeah, well... then that's what has to be addressed here. There wasn't ever any true forgiveness if that's going on.

Now, I'm not talking about forgiving major, real breaches of covenant here as covered in a previous section. There's a different concept at play here, and I think you get my drift. If you don't, email me right away for some coaching!

### **3) Never Compare Your Spouse To Others**

Hey, guess what? If you have a partner, and didn't "settle", and **KNEW THAT FACT** from the start, then you have a **GOOD ONE**. After the "honeymoon" is over, and you have gotten to know your partner really well, it's easy (but pathetic) to forget that. Moreover, it is incredibly tempting—and oh so easy—to start with the, "Why can't you be more like X?" stuff.

Well, resist that temptation and **DON'T**.

Beyond the simple fact that it betrays trust, makes both of you feel inferior to someone else (Did he say "both of you"?...uh, yeah I did), and is basically "dirty pool", it **MAKES NO SENSE**.

Look, here's the deal. Anyone you are comparing your significant other to is:

- 1) **...someone you do not know as deeply**, and are therefore more easily able to "idealize", and
- 2) **...someone you likely haven't known as long**, and is therefore "novel" to you.

So, the comparisons aren't fair at all, let alone comprehensive.

If you've got a good partner, rejoice—and don't make comparisons that will throw water on, if not kill your relationship outright. If you don't feel you have a good partner, change that if you are unmarried and get to where you DESERVE WHAT YOU WANT instead. If you are married, get the help you need to get the relationship to where it needs to be.

A few weeks ago I was talking to my brother on the phone. I asked him if he remembered what the minister preached about at his wedding.

Indeed, he did.

Does that somehow correlate to the fact that he and his bride are still blissfully married three and a half years later—with an excellent prognosis for the future? I think so.

## What About The Kids?

No doubt many of you reading this book have children. If so, this section is for you.

Based on what I've heard in my travels, it is very easy for a single parent to harbor doubts about his or her dating possibilities. The range of excuses in this regard only serves to demonstrate how none of those doubts *necessarily* warrant any real concern. And look around—single parents find love all the time.

Being the proud father of a six-year-old daughter myself, and having been a single parent on a permanent basis before, this topic is particularly near and dear to my heart. So let's talk about it.

What follows are issues rumored to keep single parents (men and women alike) from realizing success in dating and relationships. As always, who am I to present “problems” without in turn providing “solutions”? Indeed, behind every “issue” is an “answer” to deserving what you want in each respective situation.

### 1) “Nobody wants a man / woman with children.”

This is downright false, plain and simple. Yes, you are reading me correctly: All sorts of people tend to find single parents desirable. Maybe not “all people”, but all sorts of people.

Men who have children will often relate to single moms more naturally and will begin such a friendship on a more level playing field. Women who portray positive traits of motherhood also will attract their fair share of men who do not have kids yet, won't they? This has nothing to do with “mama's boys” needing their “mommy”. Motherhood is inherently sexy to many guys, which we will elaborate upon in the very next section of this book. So the take-away here is that many of us take notice of positive motherhood traits in women, and despite what you've heard elsewhere I fully endorse **deserving what you want** when who you want is a single mom.

And men who have children are a major plus to those same single moms, especially if they are good fathers. This is true not only because of the common ground the two partners will undoubtedly share, but ALSO because there is a certain level of SECURITY provided by a guy who has proven his mettle as an effective father. This concept becomes even more apparent to women if the guy's

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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children live with him. Guys, being an effective father will help you also to **deserve what you want**. Single mothers—and indeed MOST women in general—will feel much safer with a single father much sooner, which we all know is crucial to earning a woman long-term.

**2) “I have no time for dating with all the running around I do.”**

You may be stressed for time. Bear in mind that single people without children often *make the same excuse*.

Allow me to explain. Have you ever talked to someone on the phone before actually meeting face to face? If you have any experience with online dating, you are ready for what I am going to say. Before meeting someone, it’s often challenging to sync up the schedule and make the first date happen. But if the chemistry is there when you actually meet, isn’t it amazing how MASSIVE blocks of time suddenly open up for the two of you to spend time together?

You got it. It’s about priorities. If you actually want to meet someone, go ahead and prioritize that...You DESERVE it.

This segues nicely to the next point...

**3) “My kids come first, and it’s unfair of me to leave them with a babysitter just so I can go on a date. It’s selfish.”**

“If Mama ain’t happy, ain’t nobody happy.” Don’t be unhappy. Even if you’re, um...Papa. It will absolutely, positively trickle down to the entire family. Believe it.

Just like busy people are more effective on the job after finally taking a long-procrastinated vacation, you will actually be a more effective parent if you take some time away from the kids to have some adult time. Note we are not talking about neglecting the children and staying out all night or anything. A reasonable amount of time will do the trick. So go for it, without guilt.

I’ve personally observed how single parenthood appears to be the perfect frame in which to form a blanket excuse for giving up on dating and relationships in general. Offloading personal insecurity and doubt about deserving a great relationship onto the kids and the “obligations” thereto is pandemic in this culture. It’s a shame to watch people descend into self-doubt and / or “let themselves go” largely, and sadly, due to the unfounded premises described above.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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One caveat about limitations associated with dating and single-parenthood. There is indeed a major disconnect in real life when a person who has children refuses to accept anyone who also does. This is an unreasonable expectation, and is bound to create resentment sooner or later.

Notice I didn't say "and vice-versa". There are people who do not have children who would like to meet someone who already has kids. Sometimes there are good reasons for this, such as personal inability to have children. Think about that one.

Finally, a word about introducing your children to dates, which this conversation would be incomplete without.

Sure, there is the well-founded fear of major embarrassment for whatever reason if your date is subject to the words and actions of your kiddos. Understood. But my feeling is that most adults you are dating can and will handle that just fine.

The greater concern revolves around the danger of your young children becoming emotionally attached to someone before you do, and maybe to a greater degree. And the greatest concern, of course, is subjecting your children to an as-yet unknown person...after you've taught them not to talk to strangers.

I do think there is a healthy balance available to you.

If you enter into an exclusive relationship with someone, the two of you have decided to pursue future possibilities and see how that goes. At that point, I would hope you have built a certain level of trust. In order to accurately assess what life together would look like, it's fair to meet the children at that stage. After all, they are a *big* part of the *big picture*.

Until that point, get a babysitter. Be a reasonable parent and a reasonable partner. Deserve what you want.

## Motherhood Is Hot

I can't believe the mixed-messages our media-driven society sends regarding the topic of motherhood. If you watch daytime television or Lifetime Network (which I don't, whenever possible) you'll be hit with commercials depicting some hot mommies doing their typical superhuman things, including dealing with several toddlers while looking good doing it. Then, watch late-night television (which I also don't, whenever possible) and you'll encounter a barrage of infomercials designed to make women feel self-conscious about what motherhood has done to their physical appearance.

Whatever.

You know by now how I feel about what the media has done to offer us a distorted concept of what really is attractive to the opposite sex. So make no mistake about it. Motherhood can be, and I would argue *usually is*, incredibly sexy. In just about every way.

The low hanging fruit here (no, not that) is the rise of MILFdom in recent years. If you are unfamiliar with the term look it up elsewhere, but for all intents and purposes "MILF" = "sexy mom".

For some reason, and a good one, even younger guys have figured out that Stacey's Mom Has Got It Going On. That's no joke either. If you are a 35-year-old woman with an online profile, you might be getting "messages" from younguns who haven't even cleared college age yet. No, this isn't some weird (and recurring) software error. They're digging you.

I have personally been out with several women in their thirties who had daughters at a very young age. These kids are now in high school. Each mama had a story to tell when I asked if there's ever an issue when their daughters' little boy friends meet mom. Um...yeah. One woman even has a pact with her daughter that they won't date anyone closer in age to the other than themselves. Hilarious, but true.

How about before a woman has even given birth—during her pregnancy? Yeah ladies, we know...us guys hear all the time how "fat, etc." you are getting. You feel disgusting.

Well, you aren't.

ESPECIALLY to the Dad.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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Now we aren't talking about man-boy I/Js here who either...

- 1) **...are using a woman's pending new family commitment** (and the fact that presumably she wouldn't dare leave him while in that "condition") as an excuse to throw down with every chickie babe silly enough to let him have a piece, or...
- 2) **...who are just garden variety abject morons.**

In fact, pregnant women turn on some guys in general, and there are Web sites to prove it.

If you look at scientific studies on how heterosexual men and women become attracted to one another, it really does often come down to an archetypal response to pointers of fertility.

I mean, let's face it: sexual attraction, from the natural aspect, leads to procreation. He or she who is more fertile is more attractive. Fertility and gene-pool quality (which is another topic altogether) are what make us attractive to the opposite gender a lot of the time.

So here it is—if a woman is a mom already, it makes sense that her proven fertility is going to make her attractive to men. If you want to argue with me on this, go for it, but I believe very strongly that this is the case for lots of guys. At the very least, men often are not turned off by the physical effects of pregnancy like some women somehow seem to believe.

On top of all else, don't be surprised that many guys--if they are man enough to admit it—actually have no issue with the stretch marks and any other evidence that a woman has been pregnant before. I personally believe that Caesarian scars are sexy. And I'm not weird. And neither are you if you agree.

So is this only all about looking good? I really don't think so.

There is something about motherhood that changes a woman. Not all guys understand this pragmatically, but many respond positively to such things—even if subconsciously.

Earlier in the book we talked about confidence. Moms tend to learn life's tough lessons about responsibility. Especially single moms. Any guy who wants to find an amazing woman--one with a confident attitude

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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to take on the world with--should hang out with a single mom or two.  
'Nuff said.

And, you know what? It might not hurt to add how fatherhood tends to be a turn on for women also, especially...moms. Big surprise there, right? Have you ever noticed that moms and dads really tend to appreciate each other—and at the raw attraction level?

Yeah, well, I'm a Dad...and I absolutely have.



## **Chapter 5:**

### **Get What You Deserve**





## When Teenagers Really Do Know More Than Adults Do

It's a favorite observation of parents everywhere. Your parents likely used it on you at some point, and you may have since recycled the line when dealing tactically with your own children:

***“Oh, so now that you are [insert number here] years old, you know EVERYTHING, don't you?”***

Whether the kid this phrase is directed to believes what you are saying to be true or not, that sentence is dreaded by kids everywhere—especially teenagers.

After all, there's really no comeback, is there? Despite what kids think is best for themselves, there is no argument that Mom and / or Dad ultimately have more wisdom and life experience to back their authority.

Right?

Not so fast.

Most definitely, parents do indeed have a better sense of what's right for their kids. No question. I would argue, however, that typical teenagers have a certain edge in one area--the dating world--that older adults have lost.

Oh, I know. You may be saying, “What? I've *forgotten* more about dating than some kid knows!”

Indeed. And that's my point. If you are an older adult who is in the “dating pool” (or the “married pool”, for that matter), it is likely that you truly have forgotten plenty.

Once you have made the necessary decision to deserve what you want when it comes to dating and relationships, I believe a strong case can be made for “going back to your roots”, as it were, and figuring out what can be learned from the high school dating scene. *Have* we forgotten something? More importantly, could that “something” have remained useful for us in adulthood?

Here are some examples of what teenage kids tend to “know” that we as adults may need refreshers on:

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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## 1) The importance of “immersion” in a world with a lot of single members of the opposite gender

Public school and college life both afford this by design. Let’s face it. Kids get to interact with LOTS of single, eligible MOTOS (Members Of The Opposite Sex) on a daily basis. Do you? If not, you are like most adults. Not to worry, either. Remedies are available to you, which we will discuss in the next section. But it doesn’t take a genius IQ (or “EQ”, for that matter) to figure out that more options in the dating pool equal more opportunities. More opportunities add up to more practice. More practice makes perfect.

Now granted, the typical high school kid is far from perfect when it comes to relating to the opposite sex. But, the opportunity is there for him or her to learn what is necessary and to practice “skills”, right? If you haven’t been in that sort of environment for a LONG time, it is no wonder that your “skills” are rusty. Nod silently if I am making sense.

## 2) Raging hormones

As we’ve discussed in the very first chapter of this book, many adults find reasons to be “too busy” for dating. Excuses could include commitment to children, the career, the latest project, or anything else really.

I wonder what would happen if the hormonal urge to procreate remained as strong throughout our lives as it was in the teenage years. If there are teenagers who are not interacting with MOTOS, it typically isn’t by choice....right?

When we get older, the hormones tend to back off some. Without biological urges screaming at us like they used to, the danger is that we as adults take a lackadaisical approach to dating and relationships. Dating may be easier to talk ourselves out as adults than it used to be as a result. But in light of this discussion, ask yourself if this is really what you want your life to be like.

If you have given up on dating, would you really *rather be* dating? Replace the energy that “raging hormones” used to foster with a focus on the reasons why having a companion would be a wonderful thing. You don’t need me to list those reasons—they are uniquely yours. Now, reframe your mindset towards creating the same strong drive to meet a mate that the hormones used to automatically offer. Focus on the wealth of positives that a fantastic relationship brings to one’s life. Keep that focus, and deserve what you want.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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### **3) Unabashed masculinity / femininity**

As we've touched upon earlier, men in this culture are strongly encouraged to "tone down" their masculinity. We have already considered some of the societal pressures that have caused this to be the case. American males are taught in "grown up" classes and videos that masculine behavior is patently offensive. Guys are instructed to be "nice" to women, and to yield to them.

Meanwhile, women face respective assaults on their femininity. The business world, seen as being "the old boys' network", continually affronts women with challenges to being feminine. Women are directly or indirectly encouraged to have masculine traits in order to succeed in their careers. As a result, women speak firmly, wear suits, and pound podiums.

In the end, genders are blurred. That's a shame because the simple truth remains that men are attracted to women and women are attracted to men. This is natural and will remain constant. It is not something we can "decide" to change.

I have to be honest with you. There are very few women who have both bought into the "business" mindset and who really attract me. And there are a LOT of single businesswomen.

And I know a LOT of super "nice" guys who are single and who get a LOT of "JBF" talks.

There is not a coincidence to be found in the previous two paragraphs.

Fortunately for high school and college age kids, none of that has been a factor yet. We can learn something from this.

### **4) Raw attraction unfettered by "maturity"**

This point goes hand in hand with the previous one. Just as our natural gender traits are challenged as we hit adulthood, we are also confronted with the concept of "maturity".

Certainly, being "mature" has a universally positive connotation. But is being "mature" really what we make it out to be?

Being responsible is a good thing. No doubt about it. But sometimes "maturity" is also imagined to include a calming, or

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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“setting down” process. Less emotion, more reserve. Less risk, more safety.

But are we really supposed to be BORING simply because we’ve matured?

On the other hand, we are universally attracted to those who are full of life, adventurous, and just a bit unpredictable.

How immature of us. But it’s a fact, isn’t it?

Consider that there may truly be a real difference between growing up and growing old. This may, however, be the very first time you’ve had it explained for you in any depth.

So go ahead. Reach back in time and retrieve your youthful mindset that is so attractive to MOTOS. Do it.

Rest assured, you do not have to resign your post of being a TRULY mature, responsible adult. Rather, redefine “maturity” so as to allow for excitement, adventure and the occasional associated hijinks.

If bringing someone into your life with that kind of level of energetic fun sounds good to you, then deserve what you want.

## **5) A trust in the “process”**

In high school, kids spend a lot less time considering all the reasons why meeting potential dating partners is perilous. Having not been jaded by bad experiences in adult dating, younger people have an inherent optimism towards the process of getting to know MOTOS. Only after being kicked around a few times does cynicism set in.

Unfortunately, some kids can become cynical at a very early age. But for a brief moment, try to remember what it was like for you before you had ever had any bad experiences dating. All you could think about was the potential good in another person. Contrast this with the widespread concept in the adult world of all men / women/ potential dating partners being “no good”.

That’s an eye-opener, isn’t it? Look what that cycle of cynicism does to our chances of achieving greatness in a relationship. It all but obliterates it, doesn’t it?

Taking a closer look at five points above, I see a pattern. Maybe it isn't that teenagers know *more* than we adults do, after all. Maybe the truth is that we adults know *too much*. We know the emotional and physical risks associated with making ourselves vulnerable to relationships, and have likely been subject to their downside more than any kid ever has. Likewise, we have been subject for too long to someone else's socio-political agenda, and the pressures to conform have been overwhelming.

We've been jaded. And that's going to have to be reversed in order for us to deserve what we want.

No matter what the case, the kids have something to teach us, don't they?

## So Where Are All The Members Of The Opposite Sex Hiding?

I don't know how many times I've heard it: "I'd love to meet someone, but everywhere I go there's only a bunch of people of the same gender as I am!" (or something to that effect...) "Where are all the eligible members of the opposite sex? Why am I always so outnumbered?"

Indeed. It seems that way, doesn't it? Well I believe you aren't seeing things. It's all true.

A few days ago this topic came up in a conversation I was having, and the disarmingly simple answer to this age-old dilemma suddenly occurred to me.

It's because *men and women like to do different things*. So when we are out doing what we like to do the most, we are generally around other members of the same gender.

That's all there is to it. It's that simple.

So, if you want to meet more people you can potentially go on dates with, you are going to **HAVE TO** leave your "comfort zone". It has *got to happen*. If you keep going where you've always gone, you'll keep meeting who you've always met!

So far you may be shaking your head thinking, "Somebody please wake this guy up. We've already thought of this years ago!"

OK, granted, you may admire my "firm grasp of the obvious" all you want. Nevertheless, in the ongoing interest of keeping everyone's brain cells engaged, here's an added twist: Have you ever considered what the real-life ramifications are when a woman ventures into the Realm Of Men...or vice-versa?

Well, continuing the theme of being "obvious", such a person finds him or herself with A LOT more options than if he or she would have played it "safe" as usual in his or her own world.

But there's more. Something amazing happens.

Assuming that a man keeps his masculine composure, he may actually become **EVEN MORE ATTRACTIVE** to women if he ventures into territory where women vastly outnumber him. And for women,

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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something even more profound typically happens. When a woman is willing to “hang out with the guys” (directly or *indirectly*, as you are about to see), she is almost always boosted up the ladder of attractiveness a couple of notches by the guys she’s in the company of *no matter what*. If she can maintain her “feminine wiles” in the process, the end result is potentially mind-blowing.

Why is this? Because confidence is sexy, that’s why. You’ve heard that before somewhere. I think you can see how it all relates to this conversation.

So let’s consider a few specific situations. Ready?

## **What I Would Tell Women About The Places Men Hang Out**

### **1) Participatory Sports**

No, ladies, you don’t have to tryout for the NFL. But if you do join in the next ultimate Frisbee game you see, you’ll like the attention you get for doing so. Flag football, softball...paintball (Lord forbid). Mountain biking, scuba diving, rock climbing. If you have the guts to go for it, you will find yourself around plenty of men. And a good percentage of them will appreciate you for it. Nice.

### **2) Spectator Sports**

Nobody’s asking you to condone Sunday afternoon armchair quarterbacking. Fair enough. But you can, however, take advantage of how guys love sports.

Here in San Antonio, we are rabid about our NBA team, the Spurs. It’s not at all unusual for women to be huge fans, especially around playoff time. Last year somebody really smart decided to market repro Parker and Ginobili jerseys in PINK with black and silver letters. Oh yeah...we, as guys, approved.

### **3) Places With Things On Wheels Or With Motors**

Cars, motorcycles, bikes, boats, snowmobiles, waverunners, even lawn mowers. Whatever. Relatively few women have a keen interest in such things at all, let alone racing them. Ladies, simply showing up to such events as car shows or motocross races will put you in front of a bunch of guys, guaranteed. If you can put on a set of leathers and roadrace motorcycles or wring your car out at the next SCCA autocross event in your town, you’ll have ten marriage

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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proposals by the end of your first morning practice session. While you're at it, go ask Danica Patrick how this all has worked out for her.

OK guys...my counsel to ladies makes sense, doesn't it? So why don't they all take heed? Simple. It's NOT EASY to leave the "comfort zone" of your own gender. Read on to see how painfully so that truly is...

## What I'm Telling YOU About Places Women Hang Out

### 1) The Mall

Men generally do not like to shop—especially for *fun*. But if men like to *meet women* for fun, they should probably spend some time where the women are. This would be the prime spot.

### 2) Dance Classes

A lot of women love to dance. A lot of men do not love to dance. And a lot of men should *get over it*, especially since a man taking salsa lessons tends to have the same effect on a woman that she would on us if she was in a set of Fly motocross race pants holding a helmet.

### 3) Cooking Classes

Guys who hit cooking classes hit paydirt on two different levels. First, they are going where the women are. Second, if they succeed in actually *learning something*, they then have the additional benefit of being able to invite the women they meet over for dinner. That works out well, doesn't it? (See my second book [Cook For Your Date](#) for details.)

If any guys reading this still think cooking is for sissies, go watch Food Network for a while. There are some real men on that channel. Yeah, and...um...until you figure this part out, you are going to be stuck eating pre-packaged, salty, processed crap and fast food your entire life. Even if you can subsist off of "Subway" like Jared, there's only so much variety on the menu...if you get my drift.

You know, despite this lengthy conversation, I personally believe that the excuse of not being able to meet members of the opposite gender because of being "outnumbered" everywhere is just that...an excuse.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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While I fully understand that bars are not necessarily the best place to deserve what you want (or to get what you deserve, for that matter), there really are plenty of other places where both genders typically have equal opportunity.

If you have not experienced online dating yet, it's time to try it. Nowhere else is EVERYONE eligible. And nowhere else are you able to find out as much about a person before ever having to actually talk to him or her. If you haven't checked lately guys, the ratio of men to women online has evened out. If you would like to hit the ground running with this and do it right the first time, email me at [scot@xandycommunications.net](mailto:scot@xandycommunications.net) and I can help make that happen for you.

Church is also famously a great place--if you go to a sizable one—to find MOTOS who are “quality singles” (a term that to me has the same dehumanizing ring to it as referring to coworkers as “resources”).

Another quick word about meeting people at church. You must show some integrity here. Please choose a church that closely follows your personal beliefs. I have personally known agnostics or even atheists who go to church specifically to get dates. This is outright deception. Don't do that. Deserve what you want instead.

## **Women Are The Choosers, Men Are The Chasers...Right?**

It is common knowledge that when it comes to dating, most women generally wait around for men to approach them. And, of course, men are generally considered to carry the responsibility for showing interest. Basically, men “chase” and women “choose”.

As you may have heard already, this is the 21<sup>st</sup> century, and things don't really have to be that way. But they still are, aren't they? My guess is that this state of affairs has lots to do with how much women appreciate leadership traits in men. So guys, this section is not going to bring you any comfort if you happen to believe women should be out there making the first move. They won't.

But there is a problem, nonetheless. The “unwritten rule” spelled out in the first paragraph has brought about a nasty side effect.

Simply put, with cultural customs such as they are, decorum can very easily be lost. Women, particularly the most attractive ones (i.e. those who deserve what they want) are literally bombarded with male attention. And with the state of things as previously discussed (or is that “disgust?”), it's “nice guy” attention.

Let's just spell it out. Men “chase” women and it comes off as needy, clingy groveling. And this is utterly unattractive to women.

Men are taught to do whatever it takes to persuade women to like them...all in the name of “catching” them.

Women, meanwhile, find themselves with innumerable options. And they are faced with a hard truth—one that no man, given our assigned gender role, can fully appreciate. Most every woman is BORED SILLY by all the men who offer up their dignity (read: “manhood”) on a silver platter trying to get her to “choose” them. And virtually all of these women are smart enough to realize that none of these guys would be offering them so much if she wasn't a sexual prospect. Tragic, but true.

Meanwhile, how are we as men feeling? Knowing that the sharpest women have the most options, we universally let our innate competitive instincts kick in. We then default into a mode of trying to “win” them. At that point, most of us go about trying to impress any given woman more than the “competition”.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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Worse, once a man has bought in to the concept of “winning vs. losing” when approaching a woman, the “competition” can actually become the *woman of his potential affection herself*. Having pre-qualified the woman based purely on looks along with perhaps her persona as seen from afar, he gives her complete power to “reject” him should he approach her. And no man likes to get “beat by a girl”; like it or not, this is how we think as men. So due to an acute failure to view every approach situation as an evaluation of a woman’s overall potential rather than as a competition, most men chicken out before they even approach an attractive woman.

Ironically enough, this comes off as an even more profound brand of insecurity to exactly the women who are the object of our affection. And the women are flat-out turned off, if not completely disgusted, as a result.

Something is WRONG with this picture.

Somewhere along the way, those with poor self-esteem have contributed to rewriting the dating rules. We have gone from a world where women can count on chivalry and male leadership to a warped netherworld where “nice” guys have to outmaneuver the herd simply to be the next to fail to be impressive!

What we men impose on ourselves here is bad enough, but consider that 95% of men out there are already so psyched out by the process that they have become utterly intimidated by it—and don’t even try a whole lot to “compete”. They are just “benchwarmers”, wishing they could get into the “game”.

Women generally express frustration or even disgust to me at this state of affairs. And to be honest with you, most men do not have the slightest comprehension that what they are doing is getting them nowhere. No wonder so many women automatically slot the 5% of men out there who *do have* the guts to talk to them as “players”.

I mean, after all, the majority of guys are only doing what they’ve been taught to do.

And as always, I’m never about throwing problems out on the table without offering a solution.

I believe that we as men are the ones who need to change. After all, who can fault women for attempting to make the best “choice”? And men don’t seem to have a problem finding women to “chase”, do they?

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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No, they don't. And therein lies the problem. As long as the *status quo* remains, nothing will change.

What we need to do, as men, is learn to be CHOOSERS just like the women are.

There should be no more "chasing". Ever. By anyone.

Imagine, if you will, a world where a man considers himself equally valuable to a certain woman as said woman would be to him. Imagine if men in general began to recognize the importance of evaluating which women deserve to be in their lives. This would, of course, mean that an attractive physical appearance would not be sufficient. Similarly, this would mean that women were no longer looked upon as a means of sexual fulfillment and nothing else. There would be more depth.

Sure...men could still do all the approaching. That part is actually peripheral to the real concept at hand. The difference would be that when a man approached a woman, the goal would be to see if she is someone he really could be interested in or not. Such would not be a foregone conclusion. And magically, women would begin to be impressed.

After all, do women not appreciate a man with a strong self-esteem? If a man approaches a woman with the purpose of finding out more about her rather than with a blind resolve to "catch" her, the effect is stunning. All of the sudden, the woman is not feeling "chased" like prey. She feels as if she has the obligation—or call it an "opportunity"—to live up to her end of being an "equal" in the conversation. She can respect that.

If more men in the world were like this, more women would respond positively to them. Women want a man whom they can respect and trust. And guys...don't you really, truly want more than just a pretty face?

If it's true that most women think most men are "too nice" and most men think that most women are "not very nice" then guess what? Bad news guys—it's our fault. And good news guys—WE have the power to change it.

A final note. A number of women, like unto the subject of the I/J section earlier, report that men are generally very "pushy" with them very early when it comes to sexual involvement. This behavior on the part of men tends to elicit a negative reaction from women, doesn't it? Guys, think

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for a while how the concept of “chasing” vs. “choosing” plays into this. Really, truly, most guys keep “chasing” even after the first date is on.

It's not a contest, so stop “competing”. You've heard that women desire sex as much as men do. It's true. So guys, stop CHASING sex. Be patient. Look at the big picture. The difference between pressuring a woman into running away in disgust and DESERVING WHAT YOU WANT can make itself abundantly clear in a very, very short period of time. Maybe even within the context of a single evening.

Now lets all go out and deserve what we want, gentlemen. Ladies, keep an eye out for those of us who “get it”. We won't keep you waiting forever.

And by the way guys, I typically send a strong message to women not to *ever* start chasing. After all, whatever distaste women feel when being “chased” by a man goes double for us when “chased” by a woman, doesn't it?

And yes...we *all* have abundant choices when we deserve what we want. In that world of wildly successful dating there is no need whatsoever to “chase”.

## She's a "10" ...Is She Worth It?

We've talked about the concept of being "perfectly imperfect". Let's take that a step further.

Assuming you have begun to deserve what you want, you are going to be in awe of your dating options. You may even find yourself able to date those who the world would generally rank as "10"s.

Is this what you want?

What a silly question, no? Maybe. Maybe not.

It's human nature that we want that which we cannot have. The media knows that, and so do you. But what happens when you are actually able to attain that which you have craved for so long? All of the sudden, you are able to see the entire scale of what achievement entails. And maybe—just maybe—it hasn't done for you quite what you expected it would.

Here's an example of what I mean.

Many men of somewhat "advanced age" find themselves single, and immediately dream of dating 18- or 19-year-old girls. Sure, they are young, sexually attractive and full of life. That aspect of the equation is what drives the desire.

And I've noticed that most of the men in their thirties, forties or even older who want so badly to date very young women are exactly the ones who CANNOT. Either they are rejected by younger women, or they haven't the courage to even try.

Meanwhile, there exist older men who have already learned a very key secret. Younger women, although they can be very attractive sexually, are in reality seldom interesting at the level most older men will be most satisfied with long term. This can be due to a variety of reasons, but ultimately the older man who deserves what he wants will find that the younger woman is not the complete package for him. She just does not "complete him".

Yes, there are older men who marry younger cuties as "trophy wives", but it is uncanny how often such unions end in divorce. In such cases the woman typically ends up with significant material gain at the expense of the older man. This makes perfect sense. After all, if the

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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man was shallow enough to require only sexual attractiveness, it follows logically that the woman was equally shallow in taking him for all she could financially.

Focusing purely on physical attraction, especially as a media-driven perception, is utterly fraught with pitfalls.

Consider an average man who manages to earn the affections of a woman who is the very image of media-driven perfection.

It is not uncommon for men who date such women to report constant harassment when out in public. For such a guy, every moment of every day represents CONSTANT competition for his woman. If at a restaurant, some men cannot go to the restroom without another man approaching his woman while he's away. Every airline trip on Southwest Airlines she takes predictably involves two or more men vying for the seat next to her...so they can hit on her.

Will the woman of such a man's desire withstand all of the attention from some very, very sharp men and remain faithful? Well of course...if she's a terrific woman with great integrity. After all, those who deserve what they want realize that any relationship born of cheating will most likely result in cheating later. Cheaters will cheat again...on each other.

That said, it indeed takes more than an incredibly secure man to live with all of this...it takes an incredibly patient one.

My firm belief is that the ultimate state of happiness in a relationship is brought about when a man or a woman knows exactly what he or she is *uniquely* attracted to in a mate...and deserves what he or she wants. Because, you see, it's precisely that sort of person who gets what he or she deserves!

As such, consider very carefully what you *really* desire. My personal preference, as I decided after long deliberation, was to find a woman relatively close to my age who looks fantastic *and seems young* at her age. In my mind, the probability is that she will always look terrific and have that charm and appeal—no matter what her age is. With a younger woman, there's no such guarantee, is there?

Above all, I know that the love of my life and I can also relate at a social level since we're at a similar place in life and have lived through similar experiences. The fact that she and I both have one child each and have both experienced divorced under similar circumstances simply adds to the "imperfect perfection". We also are both well-meaning people who want to contribute to each other's success because we

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understand the meaning of love. And...oh...we have a BLAST together, even when just chillin'.

Are you hearing what I'm saying? You do not have to settle at ANY LEVEL WHATSOEVER. Yes, go get someone beautiful like yourself. And get the rest of the package also. Deserve what you WANT.

The entire concept is starting to come together now, is it not?



## What Romance Is, And How To Getchasum

Everyone seems to believe they are “romantic”, just like everyone thinks they have a sense of humor. I believe “romance” is very different than what most people think it is.

It's found in those unplanned but amazing moments that two people share and no one else...never to be recreated but always to be remembered forever.

And it almost always costs nothing.

I also believe that anyone who truly understands this will automatically become a “hopeless” romantic, because experiencing it is the best feeling on earth.

Contrast this sentiment with what the greeting card companies, hotel chains, resort destinations and retail stores want you to think. If you are actually doing time at jewelry shops before Valentine's Day, you are missing the point even as you are emptying your wallet.

Nope. You simply cannot arrange for romance to happen...let alone BUY it. Romance is the natural by-product of two people in love, like a vapor trail behind an airliner flying way up high. Like that special “glow” that a woman exhibits for a man when her very soul has been touched and illuminated, there is simply no way to fake it, and no way to manufacture it apart from the real thing.

But if you are with someone who ignites your fire, finding it is a certainty. You don't necessarily need the swankiest restaurant in town. Whataburger will do just fine, although I think your imagination is much better than that.

After all, it's you, your favorite woman on Earth...and nobody or nothing else. That's all...and that's a good thing.

Wonder. Adventure. Excitement. Adrenaline. Romance.

If all of this talk about “romance” in this section is making you roll your eyes, that's fine also. It's not for everyone. But if it is, deserve what you want.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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## How To Melt Someone

Many of us have had tough experiences in life. And as a result, all too few of us know of a certain amazing, almost spiritual secret: Believe it or not, you can literally melt the hardness away from someone else's heart.

Do so, and she will never, ever forget you. You will have successfully set yourself apart from the masses.

If you, like me, have worked toward deserving what you want, you already realize that you have suddenly gained a desire to impart the secrets of doing so to others somewhere along the way.

Apart from writing a book on the subject, melting someone's heart is the single best way I know of when it comes to doing just that.

Men and women go about melting each other's hearts in completely different ways. That's part of the beauty of what each sex offers the other.

Fortunately, I believe that this very subjective topic can be described effectively using two personas—one male and one female. By the conclusion of this section, you will be able to visualize what it takes to both melt and be melted.

Here we go:

### **Men: “Sexually-Aware Safety”**

A woman wants to be “swept away”.

Read any romance novel knowing that 99.9% of the readership is female, and this point will become abundantly clear. In fact, guys, this wouldn't be a bad exercise to partake in--read a Harlequin Romance novel and see exactly what I mean.

The basic point here is that women tend to very much want the romance, the passion and yes—the sex—associated with a very hot male / female relationship.

What a shame, then, that almost every man hamfists his way through the process of getting physical with a woman...and therefore ROBS her of this experience in its fullness.

What a gift awaits a man...if only he would put his own selfishness aside.

Being a man myself, I still fail to understand how my brothers in maleness generally cannot wait to pressure a woman into sexual activity.

They should stop it.

Every man must learn to understand that a woman's passions are lit when—and only when—the man she is with can TAKE THE TIME necessary to properly ignite and await her response...respecting her ability to do so on HER terms.

Absolutely. Stop pressuring a woman for sex. Allow her to enjoy the experience her own way. She'll love you for it. AND...she'll feel SAFE with you. You will have earned her trust.

And when you've given her the gift of a secure environment in which to release her passionate femaleness, you will become a very fortunate man. You will have taken her to a place where few men have ever cared enough to venture.

You will have "melted" her, and you will be greatly enriched as a man as a result.

One quick note. I believe it is no coincidence that men who think the entire goal of dating is to "get laid" tend to be the same ones who accuse most women of being "dead lays". You get what you deserve in life. Ignite and be rewarded. Fail to do so and receive only mechanical reciprocation, at best. If you want passionate response from the women in your life, don't kid yourself believing it doesn't exist in the real world. Instead, deserve what you want.

### **Women: "Brave Hearts"**

So how does a woman melt a man's heart? Well, as we've discussed earlier, it takes more than just a pretty face. And—surprise—it does not involve capitulation to gratuitous sexual activity.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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It really doesn't, does it? Think about

The woman who melts a man's heart will do it with a kind, tender heart of her own, for starters. One full of compassion and a desire to do what's right.

Forget everything you've ever read that would seek to convince you that all of us men are attracted to or even "prefer" hard-nosed, contentious, difficult women. Sure, some men may allow themselves to be wrapped up in a miserable life with a miserable partner. But men who deserve what they want see things differently. They know what points to a mutually fulfilling existence, and harmony is what it's all about.

What those other books may be confusing is a man's need for variety and challenge. Sure, women enjoy this also. But what a man typically wants is not a virago but rather a woman with HEART. That heart is kind and full of love, but it also has even greater depth and a sense of adventure.

When a man senses that a woman is capable of deep love yet yearns for a life that is as fulfilling as she can imagine, he stops dead in his tracks. Such a brave, vibrant woman is rare...and incredibly alluring. After all, such a woman is valuable. Such a woman is intensely attractive, and her essence resonates in his soul.

This is how a woman melts a man's heart. I wish there were more of them who knew how, because it rocks.

Learn what is talked about in this section. Deserve what a real woman has in store for you in return.

## **Chapter 6:**

### **Going After What You Want Online**



## Hilarious Lines From Online Dating Profiles

After reading the first five chapters of this book, you should have a much stronger perspective on Deserving What You Want. In this chapter, we are going to talk about the ways you can leverage the fantastic venue of online dating for meeting the kind of person you deserve. And there is a lot to cover.

But first, a fitting start...

I'm sure that you've read plenty about how to write online profiles, and how NOT to write them. Knowing the basics about that is a good thing, of course.

But no matter how much information there is out there on that subject, you'll always be able to count on particularly entertaining material like what follows.

All of these are lifted from actual profiles. Enjoy!

*"I'm a walking, talking dichotomy. I hope you're the same."*

After all, opposites attract, right?

*"I need a man who can full feel my fantasies."*

I distinctly remember an email to this one entitled, "Feeling Full". I *don't* remember a response. Haha.

*"The three things I want most in a man are honesty, sincerity and truthfulness."*

Great. The three things I want most in a woman are repetition, redundancy and duplication.

*"I am recently divorced, so I am now at a stage in my life where I am not looking for one night stands."*

Well, thank goodness both the marriage and that sort of behavior have come to an end. I wonder if that's a coincidence?

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)  
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*"I don't drink beer, but I'll play darts at the bar with a screwdriver"*

And be sure to use a Phillips. Those pointy ones seem to stick to the dartboard better.

*"I'll bend over backwards to help anyone who needs it, but I refuse to be a pushover."*

OK, so she doesn't need any help bending over backwards, get it?

*"Attractive, fun, professional woman looking to date the same."*

Hmm. Can't help you there, girlie. I'm a guy.

*"I AM A HAPPY AND HONEST PERSON I HATE LAYS AND TO BE UNLOYAL"*

Well, that about covers everything.

*"I have my B.S. and J.D. I mostly use the B.S. part to do my J.D. job."*

Anyone who is divorced can appreciate that one. Thanks for being honest.

*"A man who does not mind the simple and loving jesters I may send his way."*

Nah, I'm good. I'm pretty well stocked up on freaks with funky suits and bells on their hats.

*"I hate complainers."*

Why? We LOVE you.



*"I am an independent woman and don't need a man to support me, although the ability to do so would be nice."*

At least the truth came out early.

*"I'm looking for someone with as many things in common as me."*

And I thought Yogi Berra was married. The more times I read this, the more I laugh.

*"If you are looking for a true blue type I may be your match."*

Her first pic is of her posing with a Blue Man Group guy in Vegas—so I guess she wasn't kidding.

*"I'm a hot box, so this cuddle thing all night is out of the question unless it's the dead middle of winter."*

I'm willing to bet that this woman had NO IDEA why she was getting the kind of responses she must have received.

*"DON'T REPLY BACK IF YOU HAVE PROBLEM WITH DRUGS, ALCOHOL OR IF YOU ARE A FREAK."*

OK, I ask you, have you ever met a self-proclaimed freak?

*"I used to be a great liar... I can smell one a mile away."*

Well it's good to know that though you *used to be* a great liar, the skill set it still finely tuned.

*"I love the roll of being a mom."*

How about a little roll playing?

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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*"I'm extremely drawn to someone w/ a high level of intelligence."*

It's just painful to read this. See also: "I'm looking for an intelligent man"

*"By the way guys....there are NOT two 'll's in traveling"*

OK, rule number one: If you are going to obnoxiously correct people who you haven't even met yet, at least have your facts together. See [www.dictionary.com](http://www.dictionary.com) for elaboration.

*"LOVE WHITE MEN AND LOVE TO PLAY GAMES"*

Surely, she means "Scrabble" or "Monopoly". Otherwise, this is a first.

*"I hate judgemental people!"*

There have to be self-esteem issues here.

*"Just throwing out casts..."*

And what did your orthopedic surgeon have to say about that?

*"This is where I'm supposed to make myself sound interesting so bare with me."*

So far, so good.

*"I spend a lot of time sending polite emails, turning people down. Most of them appreciate that I did that."*

On second thought, never mind.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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*“Are you looking for a fun loving, beautiful woman with her act together? Well, good luck!”*

What made this funny was that it was the very last two lines of her profile.

*“Strong indepedented woman not afraid to admit she needs some one to LOVE her.”*

That pent-up independence is demented stuff, isn't it?

*“About him? He will hear my call a mile away. He will whistle my favorite song. He can ride a pony backwards. He can flip pancakes in the air. He'll be marvelously kind. His favorite shape will be a star. And he'll have one green eye and one blue.”*

You know, it seems that all the guys with one green eye and one blue eye whose favorite shape is a star and who can ride ponies backwards are always either married or gay, doesn't it? Ironically, I do actually know a guy with one green eye and one blue eye. But last I checked, he didn't have riding ponies backwards down yet. Besides, he's married (of course).

After originally publishing this last example in a newsletter, someone graciously alerted me to the fact that this was a line from a movie...an obscure one. OK, that's all good...but the takeaway here is that we risk having almost nobody catch the reference when we use lines from obscure movies. Actually, using lines from extremely popular movies will still confuse the majority of those who read the profile.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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## What A Great Profile Narrative Looks Like

I am often asked what a great online profile looks like. The best way to answer such a great question is with, well...a great example. Below is a profile narrative we helped produce for a woman after considerable consultation.

The key here is that what is written is:

- 1) **Original**, free of tired clichés,
- 2) **Personal**, fitting the person who is its subject, and
- 3) **Communicative** of all the *right* messages, while completely free of all the *wrong* ones.

Here goes:

*Have you ever been out running errands—you know, something really mundane—when all of the sudden, maybe at the Target, someone catches your eye? She’s kind of cute, but it’s hard to tell what she’s really like when she’s pushing a cart around like that. I mean, being it’s a public place and everything. She’s a mommy all right, but you’re just wondering what is under there. Should you meet her? Would she be friendly? Is she even single? While you are considering all of this, one of her two little boys starts “acting up”, causing her to have to attend to him right then and there. But she calms him, and gives him a hug—showing him the kind of affection that just makes you even more curious. After all, now you’ve seen another side of this complex, potentially-amazing woman.*

*But the moment is gone...off she goes into the “Health And Beauty” section, never to be seen again.*

*Have you ever seen this woman before? Have you ever spent the drive home wishing you had met her?*

*Well, I’m her. Pleased to meet you! You could have started a conversation with me at the Target, and I would have been impressed. But that’s water under the bridge. Now that we have*

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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*met, I think you will be thrilled to find that I have a lot of depth. I am indeed much more than a typical shopper, and so much more than even a great mom. And, by the way, I AM single. Thanks for asking. I know how to appreciate a man with the forthrightness to flat-out ask me. To me, that kind of boldness is what manhood should be all about.*

*So, once we get to know each other, can you keep on being a real man? You know what I mean. Can you stay bold and masculine, yet make me feel esteemed and protected? If so, you will in time get to know all the valuable treasures and exquisite secrets of that woman you saw shopping. She will be everything you've ever dreamed of in return—just for you.*

*Maybe we can even go run errands together someday, flirting knowingly with each other the entire time. Now, won't that be more fun than going by yourself?*

The owner of this particular profile reported a threefold increase in the number of emails she received. This is particularly amazing since, after all, it is widely believed that, “Men don't read profiles anyway, they just look at the pictures! So it doesn't matter what we women write!” Right?

Wrong.

So what about the guys? Here's an example of an online profile that helped bring about great success for the man who used it. As fortune would have it, that man would be me. In combination with a proactive practice of sending thoughtful, original emails to women I hoped to meet, this profile helped create a consistent 60-80% response rate. Although a strategy of contacting primarily women who had been active within the previous 24 hours or so certainly helped increase my chances, I only contacted the women I thought were the very sharpest.

Considering that the scouting report on me is that I am not particularly photogenic and do not carry “specs” that are particularly “searchable”, the results achieved are very much attributable to how I presented myself verbally.

Here's the most recent version:

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)  
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*Men are men. Women are women. That's the way it's supposed to be, the plan is a good one, and I would not change a thing. If you agree, read on.*

*Fair warning: I have a "smart" attitude, but I'll keep you laughing all the time. Being bored does not interest me (go figure). I'd much rather find a particularly 'accident prone' lab partner and blow up 'chemistry class'. Now THAT would be a 'blast'.*

*I plan great dates, and even better surprises. I am forever on the trail of the next adventure, be it in another country or in the next zip code. You will always be curious as to what is going to happen next, in the best way possible.*

*If I am attracted to you, it will make itself clear soon enough. When I compliment you in any way you will know I mean it. I recognize the difference between being chivalrous and being a doormat, which I am sure you will appreciate after what you've seen out there.*

*I have been elected the "World's Greatest Dad" by a landslide mandate in a constituency of one voter. That same little girl runs, jumps in my arms and will not let go when I pick her up from kindergarten.*

*I believe women should be feminine. You do not have to like sports, drink Guinness or bait your own hook. You can go shoe shopping, hit the tanning salon and watch "Sex And The City" all you want. Just leave me out of it. When you get home, you will be kissed correctly and kissed often. If you smell great and got your nails done, that's even better.*

*By the way, if you are 100% woman I will recognize it and appreciate it—even if you think you're a "tomboy".*

*If you start a pillow fight with me when you wake up on Sunday morning, you are going to get the trouble you are looking for. And don't even think about doing all the cooking around here. I've got that covered. If you want to help...maybe.*

The key here is that I went the extra mile to relate a lot of good messages in the context of my profile narrative. Masculinity without apology. Appreciation for femininity—women are very special to me

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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and this profile explains why. Effective fatherhood. Adventure and a sense of what's fun. And just a hint of sexuality without being overbearing or perverted. All wrapped up in words that catch attention quickly and cast things in an original light.

Be advised that this profile underwent nearly three years' worth of revision by trial and error, backed by lots of research. In the end, however, I had the opportunity to date numerous terrific women and eventually discovered the woman of my dreams. The ultimate goal of retiring the profile forever was attained...it served its purpose for me.

Now, I fully understand you could cut and paste the appropriate narrative for your gender as given above word for word into your profile. And I believe you would see some success.

And you would be missing the point. After all, a key component of **originality** is that an online profile narrative must accurately portray the subject's unique personality. Besides, you might not want to be as "wordy" as I am! But hey, you know me by now.

So now you know the keys to creating a memorable, effective profile narrative. Now think about how you can make yourself stand out from the crowd based on the principles demonstrated by the examples given above.

## Screening Online Dating Profile Narratives

In the next section, we will discuss how to screen pictures people post in online dating profiles. But first, we are going to talk about how to ‘crack the code’ with regard to what people are actually saying in the “narrative” portion. I am going to keep this discussion gender-neutral, as I believe it is useful not only for screening women’s profiles but OUR OWN as well.

Basically, there are two ways to look at this, and we’ll cover both. First, there is the “explicit” side of what a person is communicating. Second, logically, is the “implicit” side. Here we go:

By “**explicit**”, we are referring to what someone is objectively, really saying in his or her own words. There are some concrete indicators you can look for, which can be easily listed:

“**No games.**” The details of this were covered at length in a previous section, of course. Basically, the person who says this has been “played” a lot and is utterly sick of being toyed with, lied to, etc.

Unfortunately, a lot of that goes on, so a line like this is found in at least half of the profiles I’ve read. Such a person is really saying that he or she wants a steady relationship rather than a life of ‘serial dating’.

“**I have no idea what to write.**” Don’t count on a particularly creative person behind this kind of talk. He or she might not have any idea what to say on a real date either.

“**I don’t think this is going to work, but I’m trying anyway.**” This can characterize a person with either bad dating experiences in general, or a poor self esteem. Plan on having to overcome these hurdles when and if you meet.

“**If \_\_\_\_, then don’t bother.**” Generally, I’d say if you see this line in a profile...don’t--whether you fit the description or not. Bad attitudes abound.

“**Read my profile completely before responding.**” Make sure you do. There’s going to be some sort of limiting factor in there

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somewhere. This could be about either who he or she is OR who he or she is looking for. If someone is going to be ultra-specific about who he or she is looking for, it might be signaled as such.

**“I’m just looking for fun, nothing serious.”** This might be able to be taken at face value, or you might just be dealing with a very cautious person. “Friends first” is another and probably clearer way to communicate this.

**“I’ll try anything once, and am open to anything.”** Men read this and think, “sex”. A woman might not mean that. Handle such apparent subliminal references to wanting a purely sexual relationship with care. If a guy is implying this, you can pretty much know what you are dealing with. However, guys are particularly prone to reading too much into what a woman writes in these cases. I don’t know how many times I’ve heard about a woman being disgusted by blatant propositions in first emails from men, only to realize that there is something in her own narrative that is inviting such responses.

**“...that special someone.”** This appears as a default description of who the online dater is looking for. And whoever the “special someone” is, he or she is very, very popular—because sometimes I’m convinced a full twenty or thirty percent of the profiles I’ve read are looking for this mystery person.

Actually, it appears so much because it’s a generic admission that the writer has little idea of what he or she wants, and even less of an imagination when it comes to figuring it out.

The **“Implicit”** side involves the bigger picture as to what a person is communicating about him or herself through what he or she writes. Examples are as follows:

**Low Self-Esteem.** An online profile is no place to feel sorry for oneself. If that sort of thing is being communicated with a person’s first impression, take that as a warning side that you are potentially dealing with an emotionally damaged person.

**Pickiness.** This is characterized by the phrase “I want”. Pay attention to how realistic the wants and needs are, and how forcefully they are communicated. This can be a good thing, demonstrating the person has high standards and likely,

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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therefore, a positive self-esteem. Then again, if it's an esoteric list you could be dealing with someone who is never going to be satisfied...

**Poor Spelling/Grammar.** Okay, you hear a lot of smart people talking about how this is an immediate deal breaker when sorting through online profiles. Be careful here. Some people may not be "right-brained" (i.e. artistic / linguistic) but in fact are brilliant on the "left-brained" (i.e. conceptual / analytical) front. If someone misspells a word or two, read between the lines for greater depth and you could be reading about someone who compliments a "right-brainer's" intelligence very well.

**Length Of Narrative.** If someone uses up every single character, he or she will likely be very communicative and / or a "talker" in real life. No doubt, having kissed the Blarney stone is a very helpful trait to have when building an online profile.

Keep in mind, however, that a brief profile narrative can mean several different things. Sure, the person may not have much to say in real life. However, a terse profile can also mean that the person just isn't putting a lot of effort into the profile due to a "wait and see" attitude...which isn't something to place a value judgment on, especially if the person has recently posted the profile for the first time ever.

Or...the writer of a brief profile may just be A LOT more intuitive than "talker" types when it comes to understanding that most of us have a short attention span and / or get intimidated when confronted with a profile that takes ten minutes to read. Hmmm....there's wisdom there.

**Dependence Upon One's Looks Alone.** The flip side of the last item, however, is when someone (particularly a woman) basically considers the narrative a "throwaway", saying virtually nothing and therefore indicating that if you look at the pictures that's going to be enough to get you to write. This is a dead giveaway that you are dealing with someone who hasn't realized that "The Storybook" takes two people to write effectively. See what I mean?

**Inconsistency.** If the person is making statements that clearly contradict one another, you can infer several potential pitfalls. First, you may be reading about a blatant liar...and a bad one at that. Or, this person may just not have a clear picture of who he

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or she is looking for. It could also be that such a person is confused about his or her own identity. Watch out.

**Manipulation.** It is surprising to some degree how easy it is to spell out M-A-N-I-P-U-L-A-T-O-R when reading an online profile. Watch for clear double standards. An example would be, “I demand a monogamous relationship and will not tolerate flirting”, followed elsewhere by, “My match must be okay with the fact that I have same-sex friends and not get jealous.” Other potential examples would follow a similar pattern. You get the idea.

**Listing Possessions And Accomplishments.** This person may be somewhat shallow, or more likely is covering for the fact that he or she is not so interesting to get to know apart from all the outward stuff. Men in particular are infamous for this sort of profile verbiage. And women can see right through it for the most part.

**Negativity.** If someone is continuously talking about dislikes, pet peeves, etc., you can count on meeting someone who is a complainer in real life.

**Sense of Humor.** Are you laughing? You would in real life also, probably. Good sign.

**Creativity.** This is an excellent indicator of a person who would be fun to hang out with. It’s a valid idea to consider if the person’s creative style is along the lines of what your personality can relate to.

**Smart-aleck Remarks.** Read for the deeper attitude. If the person is openly cynical, that’s one thing, but someone who is “challenging” can be a lot of fun if you are up for it.

There are other more general principles that come alive when considering an online profile as a whole.

First of all, bear in mind that when listing those “statistics” regarding what the person is looking for, men tend to keep the range broader on paper and are pickier in reality.

For women, it appears to often be the exact opposite. Women will post stricter guidelines, but usually will be more flexible when someone particularly interesting comes along. With that in mind guys, don't let a woman's laundry list of desired traits deter you necessarily.

Second, pay careful attention to those items that are decided simply by checking a box. Some of these are broad enough that it may seem you will be a good match with a certain person, when in reality you couldn't be more different. Ask about these things early when getting to know someone if there is any doubt.

On Match.com members can select "turn ons" and "turn offs", which is a particularly rich opportunity to find out a lot about a person. For example, one option that can be selected is "skinny dipping". When something as inherently hot as that is listed as a "turn off", it likely signals body image issues. If a woman is just not wanting to bring sexuality into the picture just yet, she will simply not check that box at all—either way. By applying this sort of logic, you can learn much based on what else she checked.

There is much more that could be written...like, for example, how a man should never check "butt" as his "best feature". Send me your ideas and observations and I'll cover them in a future "Letters" installment.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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## Screening Online Dating Profile Pictures

This is an acquired skill. It isn't learned overnight. But if you are doing the online dating thing and want to avoid some serious drama, you'll...um...need mad skeelz.

And you know what I'm talking about. You sort through people online, say at Match.com or Yahoo Personals. Some look interesting, but...the deal with the pictures is, you know, sketchy.

Here's the crash course on screening online profile pics. It's not an exact science, but there *are* some shortcuts and telltale signs that are virtually infallible. You may not agree, and your mileage may vary, so send me your feedback. Also send me your ideas that you would have included.

Okay, let's get the conversation rolling.

You know as well as I that the woman who cajoles you into lowering your standards for physical attractiveness will be the same one who wants you to tell her she's the "most beautiful woman on Earth" after you've married her. She's also the same one who'll likely kiss you upside the head with a rolling pin whenever you gaze upon the "greener grass" forming the landscape at your local shopping mall on a Saturday afternoon.

Don't be played into thinking you are unreasonable by someone with no picture for asking for one. And don't be duped into meeting the person before seeing pictures either. This is a form of manipulation on the part of someone who clearly has something to hide. My guess is that those without pictures are busy searching profiles with pictures!

Of note also here are those with no picture (or even one substandard one) who claim, "I am incredibly 'hott', but have no / bad picture because I:

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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- 1) **Don't have a digital camera, and have no friends who have one...**
- 2) **...am computer illiterate, despite my ability to complete this profile, and...**
- 3) **...fear being seen by coworkers / friends and embarrassed."**

Don't buy it. Any of it. If there's something bothering this person about being seen by others, and you are REALLY intrigued, then maybe ask for the pics to be emailed to you. This has actually panned out for me exactly one time in three years.

If you get more excuses at that point, you must cut your losses...period. You're being strung along by a woman who is basking in the vicarious glow of admiration by men who have no real clue who exactly it is they are giving their power away to (already).

Bear in mind that people with no pics may not just be insecure about their appearance. Some may be MARRIED. Or WANTED in six states! Think about that one for a while.

People with one picture that's either fuzzy or very limited in view aren't off the hook here, either. Ask for more pictures—it's okay. "I have a picture up there already, and that's what I look like" doesn't cut it as an excuse.

Here are a few more silver bullets on this subject. Glamour Shot = Run Away. Seriously.

Webcam pics only, same story.

Also, look out for the pic that's a very close-cropped face shot. That's not enough to go on. And keep your eyes open for clear signs that the pics are not exactly new or accurate. One of my personal favorites was a woman who talked about having a 12-year-old son in her profile, and the pic was of her holding an infant! When I called her on it, she said, "Yeah, it's okay. I still look exactly like that." Hmmm.

I have also seen people in their mid to late twenties who have posted pictures from high school, it turns out. That's just wrong on many levels, if you think about it. I mean, how creeped out and violated is a

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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brother supposed to feel for finding pics of a 27-year-old woman attractive—who's actually 15 in the pics? You get my drift.

The other thing--and you've seen it before, I'm sure--is the person with 20 pictures up...ALL of which look completely different. I've seen women with pictures so diverse that you'd swear an entire sorority was sharing one profile. We're talking hair color changes, various stages of weight gain / loss, age differences, etc.

Interestingly, I have found that there are virtually no indicators as to which of many pics someone is going to really look like, with two exceptions:

- 1) **The bigger the body, the greater likelihood of accuracy and...**
- 2) **The pics with the tattoos where none were previously are probably newer.**

That said, I've met women who look like NONE of their umpteen pictures, which perhaps serves as a reasonable indictment of the entire purpose of the pics to begin with, right?

Also a potential question mark is the person who teases you with the promise of "12 pics", all but one of which are dogs, sunsets, BMWs, Paris, etc. Whatever. Is the subject of the profile herself not "enough" to impress? If not...well...you get it.

Beware subtle (or not so much) clues about someone's true personality in the pics. You know this type of guy, for example. He's the one who's such a "loyal, family-man" type in the profile, and posts the picture where you can see what's going on at the "gentlemen's club" in the background. Listing examples here could go on all day. The point is: "Don't be that guy".

So what are some clues that the pics are good and accurate?

Well, first...consistency. Several pics that are clearly of the same person is a plus, assuming they all aren't from the same photo session or something. In this case, you can usually be sure that he or she might look like that when and if you meet.

Be careful here, because some people are either very photogenic or not. Feel free to ask that question, and listen closely to the answer, which might be surprisingly candid. Actually, if someone says "I take

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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TERRIBLE pics!” it tends to be a good sign. If you think about it, that makes sense if you already like what you see.

Next, variety. A face shot, a full-body shot, indoor, outdoors, casual, formal, silly, serious, smiling, etc. If you have a face shot and a full body shot, add a third pic of you with your guy friends or of you doing what you love to do most outside (X-Box and WoW doesn't count). Stop there. Three is a perfect number of pics.

If people have nothing to hide here, they shouldn't and typically won't. I'm not talking about bikini shots necessarily though, and the general consensus among women I've noticed is that they'd rather us guys keep their clothes on in profile pics. So you know what I mean.

Interestingly, disclaimers in the text of a profile about the pics are usually accurate...be they good or bad. I'm not quite on board with the woman who had five or six pictures, only to say on the last line of her tome-like profile that she had “gained fifty pounds since the pics were taken” (refer to “games”).

Nonetheless, if someone says something to the effect of, “Yes...I'm 42 and the pictures are recent”, you are likely dealing with someone who truly is looking good for his or her age.

So there are a few ideas to get you started. A good by-product of this discussion might be to re-evaluate one's own pics, right?

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## Should I Fly Out To Meet This Person Or What?

If you are involved with online dating at all, you have likely been confronted with the possibility of meeting someone far away. There's something very romantic about this notion, almost (or, um...exactly) reminiscent of the movie *Sleepless In Seattle*. I mean how killer is it to go half way around the world for the right person?

Granted. And if it works out, it's amazing. But lets talk for a while about all this. From this conversation I trust you will be able to go into such potential situations in the future armed with more wisdom than ever before.

Before all else, let's discuss how two people get in this predicament to begin with. It's no secret that some dating sites have built their software so as to put as many people in touch with each other as possible, regardless of physical proximity.

If a site is one of the minor players, which translates to fewer subscribers, you are likely to be encouraged to communicate with more people from other states (or countries) than you would at a Match.com or Yahoo Personals. IM "pen pals" come of this, and that is cool, but sooner or later you are likely to notice—and talk to—someone who amazes you...and who is in freaking Alaska or something.

If you don't want to be tempted by someone in another whole time zone who is giving you warm fuzzies, join a bigger dating site and keep your searches closer to home.

Now, if you live in a very remote area with a very small dating pool to fish in, this kind of long-distance interaction made possible by the magic of the Internet may unquestionably be the best thing that could ever happen to you.

I however, like the vast majority of us in this country, am fortunate enough to live in a major metro area. As such, my thought process has gravitated towards the notion that:

***If I live in a city of over a million people and can't find someone to hang out with here, I need to look in the mirror and consider the problem might be my own.***

Read that last line again. Does it speak to you?

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On the other hand, there is the whole concept of the perfect soul mate. I am on the fence about this one, but there is no doubt that the possibility exists that your absolute best choice in a long-term mate might not live in your city. I will not discount that.

OK, so if you are going to do this sort of thing, what is there to know?

First, do all the qualifying you can before the meeting. Talk. A lot. Forget the pictures, spring a whole \$20 on a web cam and use it. Pictures do not capture mannerisms, etc. like the cam does.

Next, if you are in a remote area and the one you are talking to is in, say, Los Freaking Angeles...you have got to ask this person what is driving her to look outside a metro area of 12 million people.

Do it. Ask the question.

And don't accept some milquetoast answer (e.g. "You are special", "I've been wanting to move to Egypt, NE anyway", etc.). Refer to the section of this book titled "Signs Your Date May Be Married" for a refresher course as to other reasons why these conversations are important.

Use judgment here. An example of an acceptable answer *may* come in the form of "I'm a native Texan here in NYC, and I really want to settle down with someone I can relate to better." Take the blinders off and listen during such a conversation.

Next, figure out who is going to do the "heavy lifting" as far as travel goes. As chivalrous a man as I consider myself to be, this one should not be automatically shouldered by the guy.

Let's use the potential situation in the paragraph above as an example. If Boy lives in Los Angeles, and Girl lives in Egypt, NE common sense says that the two of them would have a much better chance of having a great weekend together if Girl flies to Boy.

As far as the costs of all this, consider who has more resources. If Girl travels on business and has 500K frequent flier miles she'll never get around to using (unless, ironically, she meets the right guy to travel with?), then there is no sense in having the guy buy a ticket.

You get the idea. I personally believe that when both people have an investment in a weekend like this, both are more committed to its success.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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Next, make all the logistical arrangements for the visit, and communicate clearly about it. The one who is flying in should reserve a hotel. This takes a lot of pressure off the situation, which believe me will be a plus. If you two decide to cancel the hotel, that's your own business, but having the option there was good planning nonetheless.

Read the sentence that follows this one twice:

***If you fly out to meet someone you have never met or barely know, absolutely positively make flight and hotel reservations that have great flexibility.***

If it costs a reasonable amount more for a fully refundable reservation, do it. This way if things go awry quickly (or what if the other person flakes out on you completely at the last minute?) you are hassled less as a result.

We've all but established that if there are plane tickets involved for a first meeting, there is an almost 100% probability that you are doing this because you are expecting something SPECIAL to happen. People are not flying cross-country for casual flings. And even if they are, what I am about to say will still probably hold true.

OK, so where does the rubber meet the road? Right here: ONLY TWO THINGS CAN HAPPEN when people meet each other like this:

- 1) **"I'm Frustrated!" v1.0--** You learned (and typically very quickly) that there was no chemistry in real life.

Or worse, the other person did.

You feel angry and / or deceived, disappointed, empty, hurt, ripped-off. A lot of time, emotion and \$\$\$ were wrapped up in this, and it didn't go well.

I've even heard the tale of someone getting off the plane, meeting the other person, and immediately going right back to the check-in counter to change the outbound ticket to the next flight out. That's sure to cause an empty feeling. And what's more, now what are you going to do all weekend?

- 2) **"I'm Frustrated!" v2.0--** Unlike casual first dates close to home, these weekend trips are inevitably hyped like mad by both participants.

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So what if the experience lives up to such hype? It was everything you dreamed it would be. Um...Now what? You part ways after Some Enchanted Weekend and you are again 2000 miles away from each other—except now you are obsessed!

How often are you reasonably going to get to see each other? And how will you develop this relationship? Who is eventually, and inevitably, going to move? And when the move happens, how do you know that things will still be wonderful when you start spending more casual blocks of time together?

Don't kid yourself. Ending the weekend with a sentiment of, "That was so nice. It was fun to get away and have some fun, and now I've made a nice friend I can reminisce about from time to time and keep talking to as before." is a fairy tale. There is zero chance either person will leave the weekend feeling like that, let alone both. If you disagree, I'm open to your counterpoint, but I do believe this concept represents truth.

Blind optimism translates to being downright naïve when it comes to this stuff. Always keep that in mind. If you have good stories, hook a brother up.

## **Chapter 7:**

# **Going Above And Beyond To Deserve What You Want**



## Chivalry 101

OK, it's Valentine's Day when I am writing this. So it's time for a particularly "romantic" topic. With that being the case, I'd better "go big or go home".

So here it is.

Chivalry. This term is like "high-maintenance"—it's used in a variety of contexts. What are we really talking about here? If you consult [www.dictionary.com](http://www.dictionary.com), here's what you get:

**chiv·al·ry**   **Pronunciation Key** (shĭv'əl-rē)  
*n. pl. chiv·al·ries*

1. The medieval system, principles, and customs of knighthood.
2.
  - a. The qualities idealized by knighthood, such as bravery, courtesy, honor, and gallantry toward women.
  - b. A manifestation of any of these qualities.
3. A group of knights or gallant gentlemen.

Ok, wait a minute. What this is telling me here is that when a woman (invariably) dreams of her "knight in shining armor", what she is really wishing for, by definition, is a man with *chivalrous* traits.

Some like to go around saying, "Chivalry is dead". If that's the case, there are no more "knights in shining armor". But I beg to differ...

Oh sure, there may be less chivalry happening nowadays than in simpler, less hectic times. And believe me, I've seen my share of women pushing their own way through doors before I had a chance to do the honors. There have also been times when I pulled a chair out for a woman who promptly sat elsewhere and asked, "What are you just standing there for?" I've also been asked if I had an obsessive / compulsive condition when I made it a point to walk on the outside part of the sidewalk closer to the curb.

Which is it? Are there fewer chivalrous men, or are there fewer women who feel like waiting around for men to be chivalrous towards them?

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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Good question. But I prefer to think that such a discussion is beside the point. That way, you can conduct more conclusive 'field research' on the subject, right?

And now that we know what it is we are talking about here, let's talk about some ways bravery, courtesy, honor and gallantry present themselves. I'm limiting it to three examples of each. If you have more, send them on over.

### **Bravery**

- 1) **Getting up and checking** when she hears noises at night. Contrast this with hearing, "Oh, it's nothing...go back to sleep."
- 2) **Zero toleration for disrespectful behavior** on the part of other men. Contrast this with either laughing with the other guy at a woman's expense or being a jealous meathead and clocking every member of the male species who must be "flirting" with her.
- 3) **Varmint removal.** Contrast with "I'm not coming within ten feet of that thing...that's why we have exterminators."

### **Courtesy**

- 1) **Open the blasted door.** Contrast this with walking through the door and letting it slam in her face. Oh, and by the way, if a guy gets into the habit of opening the passenger car door for his date it's AMAZING how much easier the first kiss happens and how well it goes. There's a perfect opportunity built in for a really, really good one. Think about it.
- 2) **Walk on the outside of the sidewalk closer to the curb.** Contrast with the woman getting drenched when the bus hits the puddle as it drives by. For what it's worth, we aren't talking about a man emulating Sir Walter Raleigh, throwing his coat over a puddle so the woman can walk on it. That's too much. Besides, I'm sitting here trying to figure out what that accomplished anyway...
- 3) **Take her coat, later help her put it back on.** And think about giving her yours also if she's still cold, guys. Contrast against obviously watching her struggle, shiver, etc. Cold women become frigid women.

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## Honor

- 1) **Pull out chairs.** Give her the best seat. If she starts playing “musical chairs” with you at a restaurant when you attempt to do this feel free to be direct in explaining to her what you are doing.
- 2) **Take her to her favorite places.** Preferably this happens without her having to ask because you take good notes. Contrast with dragging her to Pro Wrestling events.
- 3) **Offer her your arm when you are walking.** Escort her because she is worthy of your honor. Contrast with walking way ahead of her all the time because you either: a) walk faster, or b) are ashamed to be seen with her.

## Gallantry

- 1) **Take the lead.** Be a leader. Operate with great integrity and with her best interests at heart. Contrast against placing her in dangerous or compromising positions unwittingly.
- 2) **Bring out hidden talents when appropriate.** If something happens where the opportunity to be “amazing” out of the blue is right in front of you, by all means be “amazing”. Contrast this with acting like a “show off” when there is no immediate need for it. The point is not to “seek approval”. The point is to...um...be “amazing”.
- 3) **Plan the date.** Take her to her favorite place, which you’ve taken notes on ahead of time, remember? Contrast with picking up a woman for a first date and saying, “Uh...where do you want to go?” Women detest that.

So there are some examples, out of many possible ones. Just for a frame of reference, what are some behaviors that may be confused as chivalrous that actually are not?

Being a compliant kiss-up, being an approval-seeking show-off, calling incessantly like a clingy loser, and other such feckless, non-manlike habits are NOT “chivalrous”. The point of chivalry is to be *more* of a man, not *less* of one. On second thought, that sort of behavior isn’t becoming of a “lady” either, really, is it? So as they say here in Texas, *all y’all* stop it.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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Chivalry is also NOT sexist chauvinism. The chivalrous man realizes a woman can fend for herself, but chooses to honor her by taking care of the things a man should do when he's around to get such stuff done.

Get it? If you have to ask any more, you probably wouldn't understand.

Granted, chivalry is somewhat intangible. But make a point to understand the difference between what is chivalrous and what isn't and your life will be enriched for it.

Oh, and guys...if a woman gets testy with you for trying to be chivalrous, kiss her. It has a way of ending such a "non-value-added" conversation.

## The Relatively Unknown Joy Of Text Messaging

I was talking with friends just the other day when the topic of text messaging came up. This phenomenon has happened in just a few short years, and now you see people feverishly pressing their keypads all over the place. One of my friends said, “What a ridiculous waste of time. I mean, just pick up the phone!” My comeback was that he might not be realizing that one of life’s simple joys was passing him by.

Indeed.

Sometimes text messaging is the quintessentially perfect medium. And the irony is that while a lot of the mobile population seems to have caught on, the majority hasn’t...yet.

And let me tell you—if you are in a relationship with someone, you need to be doing it if you have the service available to you. If not, call your mobile provider and get it.

Oh yeah...absolutely. I used to be in the camp that considered text messaging a “ridiculous waste of time”. But after finely tuning my fingers and practicing my skeelz, I have seen the light.

Here’s why:

### 1) Sometimes You Just Can’t Talk

Well the most basic, mechanical thing here is that whether it’s too noisy, too quiet or whatever other reasons you can dream up, sometimes you just can’t talk. In times like these it’s still nice to be able to communicate something quick and meaningful.

Example: *“This meeting cannot end soon enough. I’m looking forward to seeing you tonight.”*

### 2) Flirting When Forbidden

There is something indescribably hot about creating a warm fuzzy subplot during “serious” situations. For many of us, workdays are filled with conference calls, presentations, meetings, etc. The key

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here is for there to be text messages sent during these times that are completely, well, off the subject.

Example: *"If I was in that meeting with you, I wouldn't be able to resist it anymore. I'd have to pull you across the boardroom table and kiss your brains out."*

Getting a text message like this when you least expect it is a major rush. All of the sudden you are having the most fun of anyone in the room. Ha! If you are the sender, a little info gathering as to what your significant other has going on that day can help make your timing spot on.

### **3) Private Secrets**

Let's say that both of you are in the same meeting together. Or maybe you are miles apart. Firing off a message recalling a special memory or an inside joke can be priceless.

Try this example at the next family gathering you both are attending:

*"I know what you did last night!"*

Or how about this, the next time you are both at a particularly boring party:

*"Let's get out of here!"*

### **4) Sweet Anticipation**

Text messaging can create that sense of anticipation like nothing else can, complete with the mystery and all the sexual tension. As we've discussed already in previous sections, you know you LOVE IT!

Let's protract one of the previous examples to demonstrate the concept:

Text Message #1: *"I know what you did last night..."*

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Text Message #2 (two minutes later): *“...and I liked it...”*

Text Message #3 (five minutes later) *“...and I know you did too...”*

Text Message #4 (a minute later) *“...So, they say history repeats itself...”*

Text Message #5 (right on top of the last one) *“...and it’s time to make history!”*

## 5) Outright Creativity

If you use your imagination, text messaging is a great way to set yourself apart from anyone else your date has ever hung out with. Setting the tone of creativity, fun, playfulness, suspense, and humor (of course) with text messaging can literally take things to the next level in many ways. Doing this says all the right things about you.

There are limitless ways to go about this. Here are two examples.

For the first example, let’s demonstrate how you can separate what you verbally tell your date from your actual thoughts:

*Mr. X says out loud to date, “Hey, it’s getting late and I have to get up in the morning.”*

*Date replies, “Uh...okay. I guess you’re right.”*

*X senses date’s disappointment, picks up cell phone with a wry smile and sends “...but what he’s REALLY thinking is ‘let’s blow off work tomorrow and stay out all night together!’*

*Date is confused, but shakes her head and laughs when she gets the message.*

In this second example, you can use text messaging to compliment actual conversation, thereby making it more interesting:

*While sitting together at a bar on a second date, things are going great.*

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*Mr. X points to Date's cell phone sitting on the bar in front of her and says out loud to her, "Hey, does this cell phone of yours ever DO anything besides just sit there?"*

*Date replies, "Uh, yeah...of course. Just not right now. Why?"*

*X glances at her, reaches for his own cell phone and messages to her, "It's time for our first kiss to happen."*

*Date gets the message, and with an almost perfect poker face texts back, "Oh really? I've been wondering how long you were going to make me wait!"*

*X gets message, puts phone down, looks at Date, grabs her by the back of her head, pauses briefly to look her in the eyes...and kisses her softly at first, then just a little more deeply.*

*He stops. Both smile.*

*X picks up cell phone again, and texts "Okay. You pass."*

*Date gets message, giggles slightly and replies with, "So do you...very nice!"*

*X gets the message, and resumes conversation like nothing happened.*

So by now you can see how text messaging can really enhance things.

A word of caution is in order, however.

Be very careful about using text messaging as a cheap substitute for what *should* be covered by real conversation. Simple communication of the sexually uncharged variety is almost always better said aloud, especially considering how easy it is to misread intentions and / or emotions when all non-verbal communication is missing.

Be especially wary of dropping tons of purely communicative text messages when just getting to know someone. I've heard way too many stories of wires having been crossed unnecessarily just because two people who just met took text messages (or emails also, for that matter) the wrong way.

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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## The Language Of Pet Names

It's a definite turning point, isn't it?

She blurts it out innocently enough, but there it is—it's out there, "Honey". Or (if the Angels Of Affectionate Blessing are working extra hard) "Sugar Smacks"...or "Beanly"...or "Goodness". The proverbial cat is out of its bag. Just don't call me that in front of my friends, okay, "Sweet Thing"?

Pet names. What a concept. This is a topic I genuinely like, and have thought about in detail.

I believe it's all about adding a new level of identity to a certain person so as to set apart the relationship between parties as sacred (or something like that). Pet names are a lot like nicknames in this respect, demonstrating that someone "cares" enough to call you in a way more private or familial than your given name. But see, just about anyone you know can "care" enough to tag you with a mere nickname, and the end result can be questionable, right "Pigeon Lips"?

Oh yeah. Make no mistake, pet names are nicknames made perfect. This is all part of that elusive "language of love" made famous by Pepe LePew, *et al.*

I'm guessing that women typically get the ball rolling, and may wonder where the reciprocation is. Well, there's good cause for concern. A man might very well feel that "pet names" are a feminine thing, so during the normal course of life he may carefully guard his "macho" exterior and act embarrassed by them and / or refrain from using them--especially in public I'd think. During the passion of sex, however, he may feel more uninhibited or quite frankly may not be able to help himself from coming out with the little names he already has in mind for her.

Did you know that it's very common for women to "age regress" when they are both attracted to and comfortable with a man? It's a very clear sign. "Baby talk" and pet names are by products of this, and yes...it's a feminine trait. You know what I mean: all those little "cute-isms" used around the house that all healthy couples seem to have, but which the

E-mail Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

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man would NEVER acknowledge outside of the safe confines of the house or the car.

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A while back Match.com used to have "baby talk" on its list of "turn on / turnoffs" for members to select from when creating profiles. Women almost always checked it as a "turnoff" (e.g. if coming from a guy). My educated guess, however, is that a man really likes when women do it because it gives him the security of knowing she's into him...as bizarre as that sounds.

And what about those pet names themselves? There are "universal" or "safe" pet names (e.g. baby, honey, sexy, cutie) that everyone can use over and over. Others, like "pumpkin", "sweet stuff", etc. probably aren't transferable to the next relationship. It would feel weird. Re-using the "sacred" ones would be kind of like calling out an ex-lover's name in bed, right?

All of this said, I do believe there are distinct words a man can use when talking to a woman he likes that accomplish the same endearing purpose as the "femmie" pet names, YET project all the right things about manhood. This is tricky territory, and highly variable depending on a guy's personality...or the woman's for that matter. Oddly enough, "girlie", "female" and "blondie" are examples I've heard can be used effectively...



## How To Make Normal Life Together Exciting

This is a necessary skill.

What pressure we put on ourselves to be “exciting” when we meet someone. Sure, if you are going to deserve what you want, you can’t be boring. But in this section, I am going to reveal for you the most excellent way to prove exactly how amazing you are.

It’s simple really. Simple, but not easy.

You have to be able to live everyday life with your significant other, and enjoy every minute of it just a bit more because he or she is sharing it with you.

Please. Do not put pressure on yourself, especially early in the relationship, such that every minute of every day has to be surrealistically romantic and / or adventuresome. That is not realistic.

I think we as men are particularly prone to believing that they must somehow keep the “entertainment’ quotient at a high level.

Forget about it.

Life is going to have its mundane moments. And while men are trying to fill those moments with adventure in order to impress their women, women are simply watching carefully. At these times, a woman is watching closely to see if she and her man can still complete one another even when nothing particularly exciting is going on.

Now, don’t get me wrong. If you are going to deserve what you want, you cannot be a “couch potato”. There has to be a level of excitement that you two bring to each other’s lives that just wasn’t there prior to meeting.

But the laundry is going to have to get done someday. And someone’s going to have to clean up after dinner. You are going to have to put gas in the car and take out the trash.

The big question surrounds the following: Are the two of you still going to be amazed by each other?

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How in the world can anyone expect to live up to unrealistic expectations? Worse, how shallow of an existence is it to constantly feel the need to be “on stage” for your partner?

Cut it out. The solution here is amazing in its simplicity.

There is nothing wrong with sharing life’s more inane moments as a pair. Every couple must, no matter how glamorous their lifestyle may appear. Simply remember to pepper everyday life with five major ingredients:

- 1) Constant positive concern for one another
- 2) A sense of humor...injecting “funnies” wherever appropriate
- 3) Spontaneous affection
- 4) An easy-going sense of having things “handled”...don’t “lose it” (especially you, guys). Be cool.
- 5) Bring new adventures into each other’s lives. Don’t ever fall into a long-term routine.
- 6) Include other people whenever possible...family, friends or even total strangers. Allow others to share the special nature of your life together.

Now isn’t that a weight off your chest? You can see now how spending everyday moments surrounded by love and joy is an eternal gift. No pressure necessary.

Enjoy life. Deserve what you want.



## Epilogue

It is my sincerest hope that having read this book will result in life-changing transformation for you...all for the better. If so, I would love to hear your success stories. Please send them.

Along with success stories do you have questions? Ideas? Comments? Send to [questions@xandycommunications.net](mailto:questions@xandycommunications.net). All of your feedback is welcome. If you like what you read, please feel free to tell others. That's how we build our audience.

**If you have recently suffered a divorce or a significant break up, you may feel your vital signs insofar as what has been discussed in this book are at an all-time low. Ironically, you could actually be at the perfect place from which to affect major change in your life as you start with a “clean slate”.**

**With that in mind, you may feel very strongly that you would like for me to play a more direct role in helping you fast-track your own journey towards deserving what you want. I am available for one-on-one sessions and have a tremendous track record of assisting guys as they realize amazing successes.**

**If you would like to experience this kind of success in your dating life as quickly as possible, write me at [scot@xandycommunications.net](mailto:scot@xandycommunications.net). In your message include the following:**

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- 1) **Your name.**
  - 2) **A detailed narrative of where you are now in your dating life and where you would like to be.**
  - 3) **A phone number or Skype username where I can reach you, and what time zone you are in.**
- 

**I will personally respond to each such inquiry by phone.**

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## About The Author



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Scot McKay has shared bad jokes with North Korean military officers, sipped coffee at Pablo Escobar's home (served by his maid), survived a shark attack while surfing, held his breath as the pride of lions walked by his tent, and blitzed through California canyons with his knee on the double-yellow line at 140 mph. Yet somehow, he has also been referred to as the "sane one" on Twitter by Scott Adams, of all people.

But despite once being mobbed by the Dallas Cowboy cheerleaders, being able to back a 30' travel trailer into its slot on the first try, and that time he beat the World Champion at his own sport (no details provided), he's still the most objective and down-to-earth dating expert out there.

He's also the most fluff-free fountainhead of original content in his field, if only because that's what seventeen years of immersive geekery on the subject does for someone.

Scot's wife Emily is his "proof of concept", given that she's just as sweet as she is smokin' hot and still gets carded at her age. But you'll never hear her brag about any of that, only Scot.

His show [The Mountain Top](#) has also been named a Top 10 Dating Podcast by [DatingAdvice.com](#), and a long time ago [Grader.com](#) weirdly ranked Scot the #1 most influential Facebook user in the world.



## **About X & Y Communications**

X & Y Communications was started by Scot McKay in 2005.

We exist entirely to help you become the best you can be when it comes to dating and relationships--without having to learn and / or do things the "hard way". It doesn't matter if you are young or old, as yet unmarried, married, divorced or widowed. X & Y Communications can help you maximize your success in preparing for and eventually realizing the ultimate in relationships with a significant other.

True to what you've seen demonstrated in this book, we publish free newsletters containing 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 stuff you've heard a million times isn't rehashed around here. Enjoy.

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