



UNLEASH YOUR PLEASURE POWER

TURN INTIMACY FROM
'MEH' TO MINDBLOWING

B Y A M Y W A T E R M A N

UNLEASH YOUR
Pleasure Power

Psst! Here's the cover
I REALLY wanted...

everything
you know about
Sex is a Lie

...And More Heartening
News about Your Sex Life

AMY WATERMAN

*UNLEASH YOUR
Pleasure Power*

“

TO SAVE YOU TIME,
I'VE SUMMED UP THIS ENTIRE
BOOK IN JUST ONE SENTENCE:

**WE THINK WE ARE BAD
AT SEX BUT IN FACT...
WE ARE JUST HAVING
BAD SEX.**

AMY WATERMAN

”

UNLEASH YOUR Pleasure Power

THE BUZZ

"Every woman has a sensual goddess within. This book will help you **unleash her pleasure and her power.**" - Dr. Rebecca Rosenblat, author of *Awaken Your Sensual Goddess*, SensualGoddessSchool.com

"This book made me want to put down everything I was doing and talk to my husband about **the kind of sex I DO want.** It made me want to jump into the shower for some solo sex with my friend the showerhead. It made me want to call all my friends and clients and say, **READ THIS BOOK! It will change your life!!**" - Terah Harrison, LPC, founder of The Shameless Sexual Revolution, TerahHarrison.com

"I am going to gift this book to my daughter and granddaughters. What a shock to realize **sex isn't just about pleasing the man in my life** and I'm not the failure when he leaves me wanting. After years of gaslighting by men and well-meaning women, I read this book and had my eyes opened wide. **Women deserve to be truly satisfied in the bedroom.**" – E.C.

"Really amazing! My feelings exactly. Everything you said had a ring of truth to it, and I finally realized **I've been right all along...** You made some incredibly good points in a very organized way, bravo!" - M.J.

"In the future I'll be sure to speak up and **put my pleasure at the forefront.** And in the meantime I'll keep learning about my body so I know exactly what to say... Thank you so much, Amy! **This is the book I didn't know I needed.**" - R.D.



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The Bad Sex Epidemic

I'm just going to come out and say it.

Most of us women don't have consistently great sex.

I'm not saying that our sex lives aren't perfectly adequate.

What we're doing gets the job done.

But in the process we end up tolerating a lot of sex that isn't all that great for us.

Maybe it's great for *him*.

He gets off. He seems happy.

But we're basically the body he's using to satisfy his needs.

Shouldn't there be more than this?

* * *

I remember the first time this thought crossed my mind.

I was in a long-term relationship with a man I loved. I thought we'd be together forever.

In the beginning sex was hot.

But then we stopped dating and settled into our life together. It was all about work and making dinner and running errands. It was comfortable.

And sex... well, sex turned into something we fit into those few moments we had free time.

No more evenings devoted to each other's pleasure.

No more exciting make-out sessions.

Just a perfectly adequate sex life.

And "perfectly adequate" wasn't doing much for me.

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It wasn't something I got excited about. It wasn't something I thought much about. It was just something I did for relationship maintenance...

And I kinda lost interest.

Now, I LOVED this man. It felt like such a betrayal to him to even have those thoughts. It felt like I was implying HE wasn't good at sex. I didn't want to go there.

So I blamed myself.

Maybe I wasn't as sexual as I thought I was. Maybe those years of sexual confidence and creativity were just a youthful illusion. Maybe this was just what happened when you got older.

I stuffed those thoughts down and tried not to think about it anymore.

I refused to admit to myself that my sex life wasn't what I hoped it would be.

This is the big truth that so often goes unspoken:

A whole lot of women just don't have that great of a sex life, but we're embarrassed to admit it.

It's not that we're not trying. It's not that *he's* not trying.

It's not that we don't love each other. It's not that we're not doing our best.

It's just that *no matter what* the sex still isn't that great.

And when it's not that great, we don't want that much of it.

Or we fantasize about sex with someone else, but we love our partner and we'll never leave him.

Why are we in this mess????

Are you brave enough to hear the answer? (*You may not like it.*)

It's because **everything we think we know about sex is a pack of lies.**

* * *

You've been lied to about sex.

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You've been lied to about orgasms.

You've been lied to about your anatomy.

You've been lied to about what men want.

You've been lied to about your own desire.

Everything you've heard, and everything your girlfriends say, and everything the guy you sleep with thinks he knows about sex, is based on old, false, and misleading information...

Dating back to the days in which women's sexuality was seen in service to men's.

If you think sex means a man's penis going into a woman's vagina—with the goal of making a baby—then that's the first big fat myth you've been sold.

Sex is many things. But ultimately it's about *pleasure*.

It's about experiencing all those really good juicy tingly hot exciting feelings in your body... and exploring where they lead.

(You don't even need a partner for that. "Solo sex" is a thing!)

So if you're ready to experience more *selfishly satisfying* pleasure...

And bid goodbye to bad sex for good...

You are in the right place.

Welcome. I'm so glad you're here.

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So Much PRESSURE!

Raise your hand if you've ever felt any of these things:

- ✓ *Pressure to sleep with a man right away*
- ✓ *Pressure to perform in bed*
- ✓ *Pressure to be sexy*
- ✓ *Pressure to satisfy him sexually so he doesn't leave*
- ✓ *Pressure to prioritize his pleasure*

Raise your hand if you've ever heard anyone say this:

- ✓ *"Men can't be monogamous."*
- ✓ *"Sex doesn't mean anything."*
- ✓ *"Women can have sex just like men."*
- ✓ *"Don't bore him in bed."*
- ✓ *"Men are visual creatures."*
- ✓ *"He'll leave you if you don't satisfy him."*

We hear these messages ALL the time.

We hear them from friends. We read them online. Of course we assume they're true.

If men can't be monogamous, then we have to guard against him cheating.

If men are visual creatures, then we don't dare gain weight or get wrinkly.

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If sex doesn't mean anything, then we'd better not catch feelings for that guy we're sleeping with.

There are SO MANY ways we can make a mistake.

By not having a sexy enough body.

By not wanting sex enough. (Or by wanting it *too* much.)

By not wanting the same things in bed as him.

It's no wonder, then, that the greatest fear we ALL have in the bedroom is:

“Am I doing it wrong?”

Even MEN worry about this!

A man doesn't feel like a man if he can't satisfy his partner—but he's too afraid to ask her if she likes what he's doing.

We're so terrified of not being “normal” that if we were allowed just ONE question to ask a sex expert, most of us would ask:

“How much sex is normal?”

Yes, that's the most common question sex experts get.

NOT how to have better sex. But how to be “normal.”

It's like we're all trying to measure up.

We're having the kind of sex we think we OUGHT to have...

Rather than the sex we actually WANT, deep down in our heart of hearts.

No wonder we're having so much bad sex.

As long as we're reassured that what we're doing is “normal,” it doesn't matter that we're not getting all that much pleasure from it.

* * *

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This isn't our fault.

Society puts ENORMOUS pressure on us.

We're supposed to be both *sexy* and *sexual*.

We're bombarded with stories about the alluring woman who isn't afraid to boast about her active, exciting sex life.

Magazines tell us how to be her. Newspaper columns tell us how to be her. Social media influencers tell us how to be her.

All these spicy, satisfied women with AMAAAAZING sex lives...

Lording it over the masses of stressed, tired women who would take a night of sleep over a night of sex any day.

Where do you fit in?

I know one thing.

You wouldn't be reading this if you weren't curious about where your sex life is falling short.

Perhaps you have your own doubts and worries.

Maybe you've had lovers who made you feel used.

Maybe your own sex life has become perfunctory.

Maybe you just think there should be more to sex than what you've experienced thus far.

Or maybe you want to learn how to become a man's fantasy in bed.

If it's the latter, I am going to redirect you to *Cosmo* right now.

I am NOT going to tell you how to become a male fantasy.

Too much sex advice is written with male pleasure in mind.

My sole interest is YOUR sex life.

I want YOU to experience more pleasure.

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I want you to understand your body and how it works.

I want you to be able to educate your man on what YOU want in the bedroom.

I want you to be able to say *no* to the parts of sex you don't like... and *MORE*, *PLEASE!* to the parts of sex you don't get enough of.

I want you to feel good about your desires, at ease in your body, and emotionally satisfied with every physical encounter.

In short, what I want for you is this...



But to get there, you're going to have to throw away a MAJOR chunk of what you've been told about sex.

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Wait, Did I Introduce Myself?

Hi, I'm Amy.

I first found myself in the unlikely role of amateur sex expert starting in college.

Guys would come to me with their weird questions—like why one of their testicles was bigger than the other—and I would go off and find answers for them.

This was before the days of Google, so you couldn't expect any kind of anonymity when you went looking for sex advice. The librarian saw what you were reading when she stamped your book.

But I had the gift of intellectual freedom. It was my right to know anything I wanted to know—even if it had to do with testicles. I was shameless.

In 2005 I started my career as a dating and relationship expert. I wrote my first sex ebook: *The Triple 'O' Guide to Female Orgasms*.

I felt incredibly confident and empowered with all this knowledge. I embraced my body. I posed for a nude sculpture. I did a boudoir photoshoot.

I collected books on sex. I went shopping for sex toys with my gay best friend. I let my flatmates drag me to the annual Fetish Ball.

Everyone who knew me would describe me as very sexually confident...

Until I settled down into family life.

And my sexuality didn't feel like my own anymore.

It's crazy, but I felt like my sexuality “belonged” to my partner. He was the man, so he was supposed to be in charge.



NAKED ART

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That free, wild, assertive part of me hunched down, crawled into a cage, and shut the door on herself.

* * *

When I was freely choosing the sex I wanted, I felt empowered.

But once I settled into a traditional relationship with traditional gender roles, I found myself having the sex I thought I was supposed to have.

Sex was not for my self-expression any longer. It was for my partner's pleasure.

The sex you have for yourself is different from the sex you have for men.

Having the sex HE likes won't make you satisfied.

You need to also be having the kind of sex YOU like, down to every romantic/erotic/sensual detail.

I should have known this, but my cultural conditioning overpowered everything else.

I'd grown up hearing that sex was a "marital duty." Women were responsible for GIVING men sex. It was part of the relationship package, along with cooking meals and keeping the house clean.

I didn't think I bought into any of that B.S...

Until I fell in love and fell straight into acting just like my mother.

Luckily, I would find a way out of my self-imposed sex prison. But in the meantime, my sexual confidence slipped away...

And I went searching for advice in all the wrong places.

The Dawn of Bad Sex Advice

When you look for sex advice to help you get out of a rut, you'll find a bazillion tips on how to increase his pleasure and satisfy him.

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That's because most of the popular sex advice floating around today dates back to 1962.

That's the year future *Cosmo* editor in chief Helen Gurley Brown wrote *Sex and the Single Girl*.

Brown was a working girl who saw sex as a way to get ahead and have fun along the way.

She was so driven to please men in bed that she dedicated herself to extreme dieting and fanatic exercising, believing that you couldn't be too slim for the male gaze.

Although she intended to liberate women's sexuality from the prison of marriage, she ended up imprisoning women in a different way.

She taught women to see sex as a purely physical encounter, designed around a man's fantasies and his needs.

The better a woman was at sex, the faster she'd get snapped up by a man. Men didn't cheat on women who catered to their every need in bed. And wasn't that what every woman wanted?

If you've read sex advice that tells you to experiment with different positions, meet him at the door wearing nothing but a trenchcoat and heels, or learn to do a striptease then give him a massage while wearing sexy lingerie, then you've read advice inspired by Brown.

Some women enjoy this kind of advice. It gives them new ideas, keeps things fresh in the bedroom, and makes them feel as if they're pleasing their man.

But for other women—MANY other women—this kind of advice feels like a straitjacket.

What if you don't want to show up at the door wrapped in Saran Wrap?

What if you hated gymnastics in school and aren't about to start doing gymnastics in the bedroom now?

What ever happened to making LOVE?

What this old-school advice missed is the fact that *sex is emotional*.

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Sex is where we are most raw and sensitive.

We are so incredibly vulnerable when we get naked.

You know that horrible sense of impending rejection single women feel when they go out on a first date? That's what many women feel every time they get naked with their partner.

Getting naked forces us to confront whether we feel desirable, whether we feel desired, whether we feel used, and whether we feel good enough.

It's not just a physical act that culminates in release.

It's an emotional dance that can *either* lead to greater connection and intimacy...

Or great loneliness.

Enter the Sex Savors

Luckily, we no longer have to listen to well-meaning middle-aged women give sex advice based on their personal opinions.

We now have science on our side—science that didn't even EXIST 20 years ago.

Every day, scientific research and clinical studies are generating practical interventions to improve our intimate lives.

The field of *sex therapy* helps couples attain the sexual connection they crave through addressing desire discrepancies, communication difficulties, and sexual dysfunction.

Sex educators teach classes and write books to explain the basics of anatomy and sexual functioning.

Thanks to brilliant sex educators like Dr. Emily Nagoski, Dr. Laurie Mintz, Dr. Ian Kerner, and Dr. Sarah Hunter Murray, I've learned the answer to questions like...

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- ✓ What turns men on more, a woman's body or her confidence? (p.31)
- ✓ Who has higher sexual desire, men or women? (p.34)
- ✓ Who masturbates more, men or women? (p.34)
- ✓ Why can men get turned on instantly, while women take longer? (p.36)
- ✓ Why is vacation sex always so good? (p.41)
- ✓ How long does consistently great sex last? (p.42)
- ✓ What's the clearest sign a woman is turned on? (p.43)
- ✓ What's the secret to getting consistent orgasms? (p.43)
- ✓ Why can some women come from vaginal sex while others can't? (p.44)
- ✓ What makes a vagina feel loose? (p.47)
- ✓ Is relationship sex better than hookup sex? (p.49)
- ✓ Is bad sex better than no sex? (p.50)
- ✓ Do men like being sex objects? (p.52)
- ✓ And many more...

These 21st century sex educators are revolutionizing sex advice.

They're replacing the agony aunts, Christian ministers, and ladies advice columnists who were once in charge of educating women in intimate matters.

And one thing they do differently from dear Mrs. Brown?

They prioritize women's pleasure.

They take as a starting assumption that sex should be equally good for BOTH partners.

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Why So Many of Us Feel Inadequate

Unfortunately, sex has been better for men than it has for women for a long time.

The sexual revolution of the 1960s may have liberated women from the confines of married sex, but it also punished women who didn't want the "free love" experience.

Women who just wanted their sexual experiences to fall inside a safe, committed, long-term relationship were accused of being "frigid" or "square."

As we're about to learn, the pressure to "have sex like a man" isn't liberating. It's constricting. **True liberation is having sex like a woman.**

Old-school sex advice that told women what to do in the bedroom only emboldened *some* women.

Many other women felt even greater self-doubt and inadequacy.

It was as if they'd been cooking their entire lives, and suddenly an "expert" pops up to claim that they should be using the same techniques as master chefs.

Of course some women will want to learn these new techniques. But many other women will suddenly doubt that the dinners they've been making for decades are any good.

Any advice that makes you feel like you don't know what you're doing in the bedroom—that you're no expert, and you'll never *be* an expert—is harmful to your love life.

When we feel inadequate or ashamed of what we do in bed, we shut down sexually. We don't share our most intimate, authentic self with our partner. We *perform* instead of being *present*.

So the second big fat myth we need to challenge is this:

The idea that you need someone to tell you what to do in bed.

You don't need a sex expert to give you new positions.

You just need some sex *education*.



Knowledge Will Set You Free

If you're like 99.9% of women, you didn't get a great sex education in school.

You may have even learned false or misleading information.

Even today, I occasionally hear my girlfriends repeating things that just aren't true.

Such as **the myth that *men think about sex once every 7 seconds.***

In fact, the most recent research puts the frequency of men's sexual thoughts at just 19 times a day. Basically the same as how often men think about food.¹

Or **the myth that *men are always ready for sex at the drop of a hat.***

In fact, anywhere from 14 to 19% of men experience problematic low desire.

Or **the myth that *women need to have an emotional connection to feel turned on.***

In fact, women get turned on by a WIDER range of sexual stimuli than men.

This is why we need sex education.

We've learned a lot of stuff that isn't true, and it's harming our sexual freedom and sexual expression.

We can't help what we were taught. But it's amazing the relief that comes with knowing the truth about your body and your sexuality.

Sex educators envision a world where everyone knows their bodies, knows what they like, and knows how to communicate.

A world where we are all free from pressure to make our sexuality fit in a box.

Sex is such a personal, private thing.

If what you're doing doesn't bring you great joy and pleasure, then isn't it time to learn how to make sex work for you?

¹ <https://www.tandfonline.com/doi/abs/10.1080/00224499.2011.565429>

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The Pleasure Revolution

I didn't get my mojo back until I started researching what would end up being my 12th book, [*The Pleasure Principle*](#).

I was exploring what happens to a woman's health, happiness, and relationships when she starts putting her pleasure first.

I was astounded to find out that a woman's pleasure turns on a man BETTER than Viagra!

A study found that men struggling with erectile dysfunction found their condition resolving when their wives devoted themselves to enjoying their own selfish pleasures—even if those pleasures weren't sexual in the slightest!

How would things be different if the main reason you had sex was to make *yourself* feel really, really good?

“Mastering the art of receiving pleasure from a man catapults you beyond most women he's ever known.”
- *The Pleasure Principle*

Try this thought experiment...

What would sex look like for you if it were completely designed around YOUR pleasure?

What if it was HIS job to please you in exactly the way you like best—including romancing you, sweeping you off to a tropical getaway, and swearing his undying love, if that's what turns you on—rather than your job to please him?

Do you think you could tell your current partner this? If not, why not?

The Revolution Is Growing...

I am not the only Pleasure Revolutionary.

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There is a movement swelling up from the ranks of frustrated women everywhere.

Women who are tired of organizing their lives around everyone else.

Women who are tired of putting their own needs last.

Women who know that life is supposed to be better than this.

These women have learned that they can give and give and give...

But no one gives like that to *them*.

No one is indulging *them*, spoiling *them*, bringing *them* treats, and thinking up wonderful ways to give them more pleasure.

Treating him like a king will not make him treat you like a queen.

The ONLY thing that will make him change and start treating you like his queen is if YOU start embodying the royal blood that flows within your veins.

You were meant to be worshipped. Do you have the courage to demand more pleasure?

“[W]hen a woman begins to plug into what it means **to have the privilege of 8000 nerve endings dedicated to pleasure**, what it means to have her emotional truth embodied ... and not try to be ‘sugar and spice and everything nice’ but to actually **feel free to express the full range of her passion**, her grief, her rage, her devastation, her joy. When she can fully embody every aspect of her presence in this world and **live the legend that she was born to become**, then that is a game-changing moment for a woman.”
- *Mama Gena*

I Shouldn't Need to Say This, But...

One of the biggest myths destroying our sex lives is the myth that sex is FOR MEN.

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This myth claims that the purpose of sex is to satisfy men's needs, make him emotionally attached to you, and ensure he won't stray.

This myth claims that the main reason we have sex because MEN want sex.

And they want it sooner rather than later. You won't get another date if you tell him that you'd rather wait, thank you very much.

Sex feels less like a personal choice you get to make on a case-by-case basis...

And more like something you feel pressured into.

I can't think of a worse context to share your body with someone.

Not because you're ready and eager to experience pleasure together...

But because you think he'll drop you like a hot potato if you don't.

If we're going to free ourselves to have the best sex of our lives, we need to STOP having bad sex...

And that includes sex you feel expected to have just because he wants it.

He Doesn't Know As Much As He Thinks He Does

When you believe the myth that sex is for men, you find yourself deferring to male expertise.

You put your sexuality in his "capable" hands... or so you think.

In fact, **men don't know any more about what they're doing than you do.**

Men know less about a woman's anatomy than a woman. (Some men actually believe that a woman pees out of her vagina!)

Men are less likely to go to reputable sources for their sex education—like books, podcasts, and sex experts—and more likely to get their information from friends and porn.

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You don't need me to tell you that his guy buddies and the porn sites he visits have no CLUE about what a real woman like you wants in bed.

So that's our next big fat myth.

Contrary to popular reports, **men are NOT the experts in the bedroom they claim they are.**

Case in point: the guy who does something to you that you HATE in bed, but claims that his ex-girlfriend loved it, so what's wrong with you?

The only way for a guy to learn what you like is to ASK you.

“Do you like this? Does this feel better? Where do you want me to touch you? Show me what turns you on.”

He has to start from scratch every time he sleeps with someone new. He can't assume that what made him a masterful lover with his previous partner is going to work for you.

Too many men have a repertoire of “tried-and-true” sexual techniques that they use over and over again. Their ego depends on getting the same results each time.

If you can't come with his patented swivel-and-thrust technique, then you're the one with “the problem.” Sure you're not frigid?

Ladies!!!

Are we going to stand for this?

It's time we busted the myth that we should put our sexuality into a man's capable hands because he knows what he's doing.

He knows less than we do, because WE are the only ones who know our bodies inside and out. WE are the only ones who know what turns us on and what turns us off. WE are the experts on our own sexuality.

And it's OUR job to communicate that knowledge to him.

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Not like prim schoolmarms correcting his wrong moves <groan>...

But like bold pirate queens, guiding him along the secret pleasure map of our bodies.

(Don't know where to find your own secret pleasure map? Then schedule a date with yourself—candles burning, sweet music, silk sheets—and let your fingers do the exploring.)

Talking about Porn...

A lot of men don't realize they need to learn how to handle a woman's body from REAL-LIFE women. They think they've already learned everything they need to know from porn.

Most boys start to seek out porn by the age of 13. By the time they've grown up, 80% of them are watching it weekly.

Not only is porn acutely-habit forming, but it changes the way these young men act sexually in relationships.

They use the moves they've seen on screen. They expect their partners to react like porn actresses. The emotional component of real-life sex is absent.

I'm not naïve about the porn industry. I've written about the porn industry. I've gotten autographs from porn stars. I used to enjoy the old-school playfulness and humor.

But porn was always meant as entertainment. It's pure fiction and fantasy. It was never meant for education.

Yet young people today are getting their information about what sex is supposed to be like from these videos.

Which can lead to horrifying outcomes...

Like young women believing that sex is supposed to hurt, because it looks like it hurts in porn.

Again, I shouldn't need to say this, BUT...

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Another big fat myth about sex is that **what we do in our bedrooms with our partners should look like what porn stars do on screen.**

Everything in porn is about *visual impact*. It's not actually about pleasure.

Sex that LOOKS good
is often not sex that
FEELS good.

Sex that FEELS good
is often not sex that
LOOKS good.

So if your guy thinks he's a sex wizard because he's watched a lot of porn, it might be time for you to pull a Mrs. Robinson and educate him about how to please a real woman.

But What About 50 Shades?

Here's another example of guys jumping to the wrong conclusions on the basis of fiction...

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When the *50 Shades of Grey* trilogy came out, the internet was flooded with advice for men, telling them that all women were secretly MUCH kinkier than they'd ever imagined.

Guys started pulling BDSM moves on unsuspecting women. “*Hey, that character Anastasia liked it—what’s wrong with you?*”

Women who'd read the books and enjoyed them now felt pressured to try bondage in their own relationships.

It wasn't enough that the books were racy and a turn-on. Now they felt pressured to act the scenes out. To turn what they *imagined* into what they *did*.

Some women did enjoy incorporating new moves into their sex life, but others felt like they were being boring or prudish because they didn't want to buy a bondage kit.

It's time we confronted another common sex myth...

The myth that *imagining* something means you want to *do* it.

Just because you like imagining a certain fantasy doesn't mean you have any desire to do that in real life.

Rape fantasies are common, but that doesn't mean women want to be raped.

The pleasure of fantasy is the way it's divorced from the real world. It exists entirely within your own head. You control every element. Nothing happens in your fantasy without your permission.

Fantasy gives you the control you don't always have in real life.

This is why I believe the *50 Shades of Grey* trilogy was so popular among women.

Not because they harbored secret fantasies of being slapped and tied up, but because they enjoyed the power Anastasia Steele had over Christian Grey. At its heart, it's a story about the power one woman has over a man thought to be untamable.

Men don't always get this. They don't understand how erotic fantasy works for women.

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They don't understand that a woman can enjoy fantasizing about a lot of different things, but that doesn't mean she wants to try any of them in real life. She just wants to bring that erotic energy to lovemaking.

If *50 Shades of Grey* teaches us anything, it's that **you can't just let sex HAPPEN to you**. You've got to be an active partner in co-creating the kind of sexual experience that satisfies you.

And if loving, emotionally-connected sex is what really turns you on—not the positions, not the toys—then tell him.

Speaking of Positions and Toys...

If you believed the women's magazines, you might think bringing more joy and pleasure to your sex life means learning new positions or trying toys or investing in silk sheets.

That's the next big sex myth we need to explode.

This myth says that what we need to improve our sex lives is better technique.

We need novelty. We need the *Kama Sutra*. We need *Cosmo* sex tips.

But in fact, 99 times out of 100, what we need to improve our sex lives lies in what's happening OUTSIDE the bedroom.

When it comes to sex, what you do in everyday life matters much more than what you do in bed...

Including things like how emotionally connected you're feeling with your partner, what else is going on in your life at the time, how you feel about yourself, and how much you know about your sexual response.

I can't do anything about how you feel about yourself or what's going on in your life...

But what I CAN do is help you learn more about how your body responds sexually.

Be warned: you may be shocked and surprised at what you learn.

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We've already blown apart 10 harmful myths about sex in this course, but we're just getting started.

The next 7 myths are so huge and so pervasive that you'd be hard pressed to find a woman who doesn't believe most of them.

We're going to be tackling...

- ✓ *The Visual Creatures Lie*
- ✓ *The Horny Guys Lie*
- ✓ *The Male Default Lie*
- ✓ *The Orgasm Lie*
- ✓ *The Male Pleasure Lie*
- ✓ *The Chasing Lie*
- ✓ *The Primacy of Sex Lie*

In the process, you'll discover...

- ✓ Why your body is such an incredible turn-on no matter WHAT your shape and size
- ✓ Why men don't want sex as much as you think
- ✓ Why you're dooming your sex life if you try to "have sex like a guy"
- ✓ Why you're wasting your time chasing vaginal orgasms
- ✓ Why turning him on matters less than turning yourself on
- ✓ Why a babysitter is better for your sex life than lingerie
- ✓ What men REALLY crave when they want sex with you

Take a deep breath...

And prepare for your world to be rocked on its foundations.

THE VISUAL CREATURES LIE: “You Need to Have a Sexy Body to Turn Men On”

This one makes me shake my head in despair...

We’ve been led to believe that a man can’t desire us if we don’t have a sexy body.

By “sexy,” I mean a body that conforms to what our culture considers sexy.

Youthful. Tanned. Curvy. Luscious.

Sure, being physically attractive will catch a man’s eye.

But when a man falls for you? He doesn’t care whether you’ve got a model’s body or not.

He’s just excited that he gets to see you naked.

Men in long-term relationships report that they are turned on by their partners’ bodies *no matter what*. Whether she gains weight or gets older, they don’t care. She’s still the same woman. She always looks beautiful to them.

But what men do find is that they’re affected by the way their partner FEELS about her own body.

When she gains weight, for example, they notice if she doesn’t feel as confident in herself. She doesn’t want the lights on, or she doesn’t want to disrobe in front of them.

Her discomfort in her body makes her more likely to withhold sexually. She isn’t as open and free as she was before. She’s embarrassed of the way her love handles jiggle or how she looks on top. Her self-consciousness brings a level of awkwardness to making love.

Women who feel confident in their own skin tend to feel more uninhibited. They’re more willing to share their entire body with their partner. They’re bolder and freer to express themselves.

So if you find that your body has changed and that your sex life has been affected, you may want to consider the possibility that it’s not that your

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partner doesn't find you attractive anymore. It's that YOU don't find yourself attractive any more.

It's simply not true that having a great body is essential to turning a man on. Instead, being confident in your desirability is all you need.

Forget the mirror. See yourself through his eyes. You are a sex queen! And you are HIS sex queen.

The work you do on loving your body will pay off more than all the sex tips in *Cosmo*.

To hammer the point home, here's how Dr. Emily Nagoski sums up the research on the relationship between body image and sex:

“Women who feel worse about their bodies have less satisfying, riskier sex, with less pleasure, more unwanted consequences, and more pain.”²

And one more thing...

The myth that men are visual creatures who only get turned on when they see a sexy body has led many women to dump hundreds of dollars on sexy lingerie.

No man is ever going to turn down the sight of his girlfriend in lingerie, right?

But men's sexual desire is a LOT more complex than we give them credit for.

Men report that they can feel desire just from holding their wife's hand.

They can feel desire when they're talking together and laughing.

They feel desire when they go out on a romantic date night with their partner.

A deep emotional connection is just as much of a turn-on—if not MORE—than the sight of his girlfriend in a sexy thigh-skimming dress.

² *Come As You Are* (New York: Simon & Schuster, 2015) 163.

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So don't ever doubt your ability to turn your guy on. The closer you feel to him, the richer your sex life will be.

THE HORNY GUYS LIE: "Guys Are Always Up For Sex (And If He's NOT, Something Is Wrong)"

If there's one thing that defines men, it's their sex drive, right?

All guys have a high sex drive. They're ready for it anytime, anywhere.

If you let a guy know you'd be open to some nooky, and he **TURNS YOU DOWN???** then something is seriously wrong. Guys don't turn down sex!

It would be funny if it weren't such a caricature.

Saying that all men have a high sex drive is like saying that all women are obsessed with shopping.

It's a stereotype that does more harm than good.

Imagine what it would be like to be in a relationship with a guy who doesn't want sex as often as you do. How would you feel?

Would you feel rejected? Would you wonder if he even finds you desirable?

Would you suspect there must be something wrong with you, because he's not always trying to get it on with you?

This isn't unusual. One in four couples is in this situation.

About half of couples experience a mismatch in desire, where one person wants sex more than the other person.

Who do you think tends to be the person who wants sex more?

If you answered *the guy*, you'd be wrong.

The person with a higher sex drive is *just as likely* to be the woman.

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Men and women aren't as different in their levels of desire as we think.

If you've read some internet "study" purporting to prove that men have a higher sex drive, pay attention to how that data was derived.

When researchers ask men and women to report how interested they are in sex, they tend to get a skewed response.

Men are more likely to say they have a higher sex drive, because that's the response they feel they're supposed to give.

But if researchers use more accurate measures of desire, they find little difference between men and women.

(Where they *do* find a difference is in masturbation. Men tend to masturbate more than women.)

Men feel a lot of pressure to always be having sex.

They're more likely to say yes to sex if a woman offers, even if they don't really want it, because they don't want to hurt her, or they feel it's expected of them.

But that doesn't mean their sexual activity reflects what they really want.

Many studies on sexual desire are conducted on perpetually horny college students and miss the way desire changes over time.

Men in their late thirties and early forties often find that they're not as interested in sex as they once were.

Why? For a number of reasons.

As men age, they tend to have more health difficulties. Health issues—and the medications used to treat them—are the most common reason men lose interest in sex.

The second most common reason men lose interest in sex is stress.

Like women, men's sexual desire is influenced by what's going on in their lives.

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Everything from having small children at home to increased responsibilities at work can make men feel less interest in sex. They're tired, and they just don't have the energy.

About 14 to 19% of men experience low desire regularly. Reasons include not just health issues and stress but also attitudes about sex, low mood, shame, a history of sexual trauma, or concerns about getting an erection.

Notice what's not on the list?

Even though it's the first thing women think of when their partner stops initiating sex, chances are his low desire has nothing to do with you.

Although relationship stress definitely impacts desire, those changes are usually temporary. You stop having sex when you're both angry at each other; then you make up, and you're back in action again.

THE MALE DEFAULT LIE: “Liberated Women Have Sex Like a Man”

When the birth control pill became widely available in the 1960s, sex became a feminist rallying cry.

Women should be as free to have sex as men! No more slut-shaming! Women have the right to sexual pleasure!

But this admirable sentiment soon morphed into social pressure.

It wasn't that women were now free to have sex when and with whom they liked.

It was that women now felt *obligated* to have more sex, to prove how “feminist” or “liberated” they were.

I'm all for freedom, but I'm against sexual obligation in any form.

No woman should feel obligated to have sex she doesn't want.

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(This freedom is even more important if you're *asexual*, which means you don't feel sexual desire. People who are asexual can still choose to have sex, but they do so for other reasons, such as feeling close to their partner.)

The way men have sex is not “better” than the way women have sex.

Having sex like you think a man would have sex actually stifles your sexual response, because it ignores physiology.

A woman's body is NOT the same as a man's body.

Understanding and working with your beautiful female body is so much more liberating than adopting male sexuality as the norm.

So how does your sexual response differ from a man's?

And how can you use that understanding to have better sex?

Spontaneous and Responsive Desire

The first thing you need to understand is the difference between *spontaneous* and *responsive* desire.

About 75% of men have the ability to feel turned on immediately.

They have a sexy thought, or they see a sexy glimpse of skin, or they watch a woman eating a banana, and they're instantly ready to get it on.

You may have felt this kind of instant desire, too. It's common in the honeymoon phase, when just seeing a text from your guy can get you in the mood.

Spontaneous desire is the kind of splashy, cinematic desire we tend to see in movies and hear about in pop songs. “*I saw you, I wanted you.*”

But that's not the only way desire works.

Responsive desire is quieter. It's more hidden.

And it's the primary way a third of women experience desire.

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These women often think they have low desire, because they go about their day feeling uninterested in sex.

But then her partner snuggles closer on the sofa and starts kissing her neck. It feels good, so she kisses back. As they move to the bedroom, she finds herself getting turned on.

Responsive desire doesn't come out of nowhere. It builds in response to *welcome sexual stimuli*.

When your partner tells you what he's going to do to you tonight, or when he gives you that special smile that tells you what he's thinking, your desire "wakes up."

Women with this type of desire need good old-fashioned *courting*.

They need a partner who's going to do more than roll over in bed and start groping.

They need lots of erotic signals to get their body going.

Those signals could include romantic words, a seductive setting, an erotic movie, dirty texts, her man washing the dishes, her man drawing her a bath... whatever she finds arousing.

Because it takes time for her to warm up, the sooner those signals begin the better.

A man who wants incredible sex will spend all day, if not all week, courting his partner. He'll drop compliments... let his gaze linger on her body... pause to give her a soft kiss on the back of her neck... buy her favorite snacks... make her a drink... mention how he can't wait until tonight.

Women with responsive desire often respond well to scheduled sex. When they know that they have a romantic evening with their partner planned, they can enjoy the anticipation.

When couples don't understand they have two different types of desire, their intimate connection can suffer.

The person with spontaneous desire can feel rejected. Why isn't she ready for sex after 5 minutes of kissing? Why is he always the one initiating sex?

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The person with responsive desire can feel like she doesn't have much of a sex drive. She may wonder why she can't get turned on by her partner anymore, or why she's so passive.

Once these couples understand that her desire just needs a little help to get going, it can feel like SUCH a relief.

And if you think that your desire *sometimes* takes time to warm up and *sometimes* kicks in immediately? You're in good company.

About half of women experience both kinds of desire, depending on the context.

Getting In The Mood

So what gets women in the mood?

It turns out that this is another difference between the sexes.

A study put college students in brain scans while showing them naked pictures of the opposite sex.

Both the men's and women's brains lit up in similar places, except for one major difference.

The brain areas involved in decision-making and judgments were dark in the men and lit up like a Christmas tree in the women.

Women are more likely to pause to assess whether they trust a partner and feel good about the situation before they'll allow themselves to let go.

So you might say that, because of the way they're designed, women look for more reasons to stop a sexual experience than men.

But that would only be *partially* true.

A lot of the things that shut down a woman's sexual experience aren't under her conscious control.

For example, in one famous study, researchers at the University of Groningen in The Netherlands were studying the female orgasm. But their female research participants were finding it hard to come in the cold room.

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The researchers came up with an ingenious solution. They gave the women warm socks. With their feet comfortably warm, it was easier for the women to reach orgasm.

Evolutionary biologists believe that women evolved to be pickier about sex.

Having sex has historically been much riskier for women, not just because men are so much bigger and stronger, but also because of the possibility of pregnancy.

Our female ancestors who chose partners who made them feel safe, connected, comfortable, and well taken care of were much more likely to pass their genes down to future generations.

That's the story, anyway.

But Dr. Emily Nagoski isn't so sure.

She notes that evolutionary theory, however convincing, can't explain the behavior of individual human beings.

Not all women choose partners who make them feel safe and comfortable.

She believes that a better explanation for women's complicated sexual desire is *sexual accelerators* and *sexual brakes*.

Once you learn about this concept, it will change your sex life FOREVER.

Things That Turn You On, Things That Turn You Off

We all have things that turn us on.

A romantic meal, words of affection, vacation, that blue shirt he wears, summer weather, Friday nights.

These *sexual accelerators* set the stage for us to become interested in sex.

At the same time, we also have *sexual brakes*.

A child crying, a to-do list we haven't finished, feeling run down, an unpleasant smell, scratchy sheets, having a bad hair day, lingering resentment from a fight we had with our partner... you get the picture.

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We can *want* to have sex—because it's Friday night, and we want to kick off the weekend right—but our sexual brakes can put a damper on the action.

Some people have *sensitive accelerators*. Lots of things turn them on.

Some people have *sensitive brakes*. Lots of things turn them off.

And it's just about GUARANTEED that you and your partner have different accelerators and brakes.

Some people want sex when they're stressed. For other people, sex is the last thing they want when they're stressed.

Some people want sex when they're staying over at someone else's house. For other people, knowing that they might be heard is a huge turnoff.

One of the very best things you can do for your relationship is think about what your sexual accelerators and sexual brakes are...

And then share them with your partner.

What turns you on? Is it having a free evening with nothing else to do? Is it getting hot and sweaty from exercise? Is it being taken care of? Is it watching him do his work?

What turns you off? Is it knowing your kids could interrupt at any moment? Is it having 1001 things to do? Is it feeling gross and unattractive? Is it feeling emotionally distant? Is it worrying that you're not going to be able to have an orgasm?

Often the things that turn us on and the things that turn us off aren't sexual. They're emotional.

Look for unexpected connections between what you're thinking and feeling, and how you feel sexually.

Because most sex advice is designed with the male default in mind, it focuses on revving up the accelerator. It suggests fixing low desire by reading erotic stories or watching porn.

But what matters even MORE to desire—especially for people with sensitive brakes—is getting rid of the turnoffs.

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Addressing the turnoffs is a game-changer for many couples.

What is turning you off, and what can you do to minimize those turnoffs?

One reason so many couples have better sex on vacation is because many of their usual turnoffs are absent.

They're in a hotel room that's cleaned by housekeeping, they're eating food someone else has prepared, they don't have work to do, they've got all the time in the world, and (hopefully) they're not fighting.

No wonder getting a babysitter can do more for a couple's sex life than a box of sex toys.

Women Are Like Ovens...

There's a popular saying that compares women to ovens and men to microwaves.

Men heat up fast, and then they're cold again.

Women heat up slowly, but they carry the heat for some time.

That's a useful analogy if it gets men to slow down.

Men don't always realize how different their sexual response is to a woman's. They get an erection, and they're ready to go. They don't always understand that what turns *them* on may not work for her—or how long it's going to take.

Too many men think that “preheating a woman's oven” means touching her breasts and crotch. Once she's wet, the “oven” is ready to cook.

This kind of attitude creates BAD sexual experiences.

There are two problems here.

First, you can't “preheat a woman's oven” if you keep opening it and letting the heat out!

Turning up the heat means *non-genital* foreplay.

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Watching an erotic movie, telling her she's desirable, stroking her hair, massaging her feet, teasing her, asking her what she needs, making sure she's comfortable—whatever works for her.

Next, a woman's "oven is ready to cook" when SHE indicates she's ready.

She can feel totally turned on without being wet (in which case, use lube)...

Or she can be wet and not feel turned on at ALL.

This is known as *arousal nonconcordance*, and it confuses men to no end.

Because they consider their erections as a sure sign they're turned on (which is not always true—men get erections in their sleep or at random times), they assume that wetness in a woman has the same function: it signals when she's turned on and ready for sex.

That's only true *10% of the time*.

Men need to get better at learning when a woman is turned on, and pay less attention to the dampness of her nether regions.

The most reliable signal that a woman is turned on is what she SAYS.

When she says, "More, more, more," or, "Down here," or, "I want you inside me," then he can take it as a pretty clear indication that she wants him to proceed.

* * *

Another thing we know about sex is that the more aroused a woman is, both physically AND mentally, the better her sexual experience.

Unfortunately, too many men spend their time studying sexual positions and not enough time studying what arouses their particular woman.

Arousal takes a lot more time than most men think. Getting her to climax takes even longer.

Of course the occasional quickie is great, but truly great sex takes time. About *45 minutes*, in fact.

So how should you be spending those 45 minutes?

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Dr. Ian Kerner recommends breaking the sexual experience down into three stages:

1. *Foreplay*
2. *Coreplay*
3. *Moreplay*

Dr. Kerner recommends spending at least 10 to 15 minutes (many sex experts recommend a full 20 minutes) on *foreplay*.

Foreplay is any arousing activity that does not involve the genitals, e.g., kissing, cuddling, massaging, talking.

That's a message a lot of men need to hear, because the average time spent on foreplay is *5 minutes*.

Some men think that they can kiss their girlfriend, touch her breasts, touch her down there, and then she's ready to go. They can't think of many other things to do, certainly not enough to fill 15 minutes.

(If your guy is one of these, get Kerner's book *She Comes First* and read it together. You'll get as much out of it as he does!)

Next, *coreplay*.

This is 20 minutes devoted entirely to the woman's pleasure.

Because a woman's body takes longer to warm up—and vaginal sex tends to end rather quickly—coreplay is the heart of the sexual experience.

This is when a man uses every *other* tool at his disposal—tongue, hands, toys, etc—to please a woman.

Studies have found that **if a man spends 21 minutes or more on clitoral stimulation, about 92% of women will reach orgasm**. Some women need 45 minutes of stimulation before they can come. Totally normal either way.

Moreplay is whatever a couple wants to do after that, such as vaginal sex.

Imagine for a moment, if you will, how the world would be different if every young man were taught this 3-stage model at the beginning of his sexual life.

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No more 5-minute sexual experiences. (Unless you wanted one, of course!)

Men would understand that their job wasn't done until you had an orgasm or felt sexually replete.

Sounds like a world I'd want to live in!

* * *

Fun Fact #1:

Only 15 to 18% of women can reliably orgasm from the power of a man's mighty penis alone. The key to sexually satisfying a woman lies in prioritizing HER anatomy over his.

Fun Fact #2:

What separates the women who can easily orgasm from vaginal sex from those who can't? Biology!

The women who can reliably achieve an orgasm from thrusting likely have a shorter distance between their clitoris and urethra (less than 1 inch).

The further a woman's clitoris is from her urethra, the more likely it is that she'll need other kinds of stimulation as well.

THE ORGASM LIE: "Only Vaginal Orgasms Count"

If most women can't reliably achieve orgasm from vaginal sex alone, then why do so many women feel bad about needing clitoral help?

Blame Freud.

Sigmund Freud was the founder of psychoanalysis who wrote about sexuality and human development in the early 1900s.

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Despite a lack of scientific evidence, he claimed vaginal orgasms were superior to clitoral orgasms.

Women who came during vaginal sex were fully mature, he claimed, while women who needed clitoral stimulation were childish, frigid, unstable, and *might even require psychiatric care. (!!)*

Of course he'd say that. He thought the man's penis was the be-all and end-all. Didn't all little girls wish they had a penis?

Today, you can't help but wonder what Freud was ON.

The female body is built for pleasure, with 8,000 nerve endings packed into the clitoral glans. If anyone is experiencing envy, it's men!

I suppose Freud was doing his bit to preserve the sanctity of marriage.

If he'd admitted that clitoral orgasms were just as good as vaginal orgasms, then he'd be admitting that women didn't need men to get off.

Today, we not only know that Freud got it wrong. We also know how much unnecessary shame and pain he caused.

Most orgasms are, in fact, clitoral orgasms.

That's because the part of the clitoris you can see with your naked eye is the smallest part.

* * *

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3-D Model of the Clitoris
Marie Docher, CC BY-SA 4.0 via
Wikimedia Commons

The clitoris extends throughout the pelvic area.

Like an iceberg, 90% lies beneath the surface.

It includes 18 distinct structures, and its arms extend 9 centimeters into the pelvis.

Scientific American calls its shape “part penguin, part insect, part spaceship.”³

The bulbs of the clitoris, which are dark red in the picture you see, surround the vaginal opening, making the outer third of the vagina the most sensitive part.

When women climax from vaginal sex alone, it’s because these branches (as well as other parts of the clitoris) are being stimulated.

(Wondering about the G-spot? That’s also part of the clitoral network.)

The entire clitoris, inside and out, becomes engorged with blood during arousal. The more engorged the clitoris, the more it expands, putting pressure on the vaginal walls and making your vagina feel “tighter.”

³ <https://www.scientificamerican.com/article/the-clitoris-uncovered-an-intimate-history/>

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If you've ever heard the pernicious myth that a woman's vagina can be "loose," then you've been sold another lie.

The REAL issue is more likely to be that you're not aroused enough.

Women often complain about a loose vagina after childbirth, and no wonder. Giving birth shuts down your sexual accelerator and gives you many more reasons to slam on your sexual brakes.

You've got a baby in the next room that could start crying at any moment. It's hard to switch gears from "Mommy mode" to sexy mode. You just can't get aroused as easily or quickly.

Your body needs a lot more help to let go and surrender to pleasure. So if that means saving sex for those times when you've got a babysitter, or starting off your sexy evening with a long bath and painting your toenails, go for it.

Remember: at LEAST 15 minutes of non-genital foreplay with another 20 minutes of clitoral stimulation before he even gets to put his penis near your vagina. THEN notice how different it feels.

* * *

Now, the fact that most orgasms are clitoral orgasms (you can also have an orgasm from having your toes sucked or your nipples stimulated) doesn't mean that all orgasms FEEL the same.

When you stimulate different parts of the clitoris, you get different sensations.

So you don't have to give up the terms "vaginal orgasm" and "clitoral orgasm," if you find them useful.

Just know that those terms are not scientifically accurate.

* * *

If you're feeling kind of shocked right now...

And wondering how in the heck you didn't know all this...

I'm not in the least bit surprised.

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The clit hasn't made it onto the curriculum of most high school anatomy and sex ed classes.

In fact, the internal structure of the clitoris was “lost” to science (or mislaid?) for hundreds of years, so that scientists could label the vagina as the primary female sex organ.

It took pioneering Australian urologist Helen O'Connell to finally map the clitoris in all its glory and present it to the public eye. That was roughly 20 years ago.

Today, we have 3-D models of the clitoris that inspire awe. Female artists are incorporating the shape of the clit in art. Clit awareness is spreading, but it's slow.

(Just for fun, search for “**clitoris art**” on Etsy. Would you wear clitoris earrings?)

Understanding the primacy of the clitoris changes how we view our bodies, and it changes how we have sex.

Even scientists agree.

Here's a fabulous quote from a 2016 article published in the journal of *Socioaffective Neuroscience & Psychology*.

“To the chagrin of an unfortunate number of men, it is time to **stop acting like sexual interaction begins and ends with an erect penis**. Sexual gratification in women never required a penis or penis-shaped sex toy, though having one that is responsive and attached to someone who is interested in exploring and cultivating her sexual landscape, can embellish her experience and augment the array of sensory stimulation that she can associate with orgasm.”⁴

⁴ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5084726/>



THE MALE PLEASURE LIE: “The Purpose of Sex Is To Get Men Off”

When I think back on what I learned about sex as a young woman, I groan.

My mother taught me that the purpose of sex was to please your husband and to make a baby.

A woman had a responsibility to keep her man satisfied. He had a need for sex, like he had a need for food and sleep. It was a woman's job to make sure all his needs were fulfilled.

No wonder my teenage self thought marriage was the worst possible fate.

Luckily, times have changed. Culture has changed.

We now understand the importance of sexual equality—sex that's equally good for her as it is for him.

That's not to say all couples enjoy sexual equality.

In an interview I did with author and sex educator Dr. Laurie Mintz, she explained that “91% of men versus 39% of women said they usually always orgasm during a sexual encounter.”

She calls this *the orgasm gap*.

The orgasm gap is worst in hookup sex. In hookups, only 4% of women manage to achieve an orgasm, compared to 55% of men.

Relationships provide the best setting for women to consistently achieve orgasms.

Men in relationships are more invested in sexually pleasing their partner. Couples know each other's bodies well. They tend to be better at communicating and asking for what they want.

When a woman goes into an encounter *expecting* to have an orgasm—and not feeling shy about directing her partner—she usually get it.

Which suggests that **one reason we don't experience more sexual pleasure is because we don't prioritize it.**

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I've said it before, and I'll say it again:

Too many women still have sex *for* men.

They have sex because they're afraid he will lose interest if they don't. They have sex because they feel like it's expected nowadays. They have sex because they're hoping that he'll develop feelings for them as a result.

There's nothing wrong with having sex for reasons other than your own pleasure.

We've all had "maintenance sex," which is sex we engage in for the purposes of keeping our relationship thrumming along happily.

But when women have sex they don't really want, their overall enjoyment in their sexuality diminishes.

And when women have sex they don't really want, the men in their lives feel cheapened.

That's right—your guy knows when you're giving in to sex just to make him happy.

Most men in relationships would rather skip sex if their partner wasn't really into it. Having sex with someone who's just going through the motions doesn't actually feel all that good.

Men in relationships *want* to feel emotionally connected to their partners during sex. They want to please their partners. They want her to participate and be enthusiastic and enjoy it. Getting off is a nice part of that, but it's not the main part.

So if you find yourself frequently having sex to please him, and not thinking very much about your own pleasure and what you want from him, then this is your permission slip.

Tell him you want to find out how much pleasure you're capable of experiencing.

Ask him to help you figure out how your body works, how your body responds, what you like and what you don't like.

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(In a perfect world, you'd be doing this yourself. Masturbation—also known as *solo sex* or *ménage à moi*—is the ideal way to learn about your sexual responses without the distraction of a partner. In fact, **masturbation is the most reliable way for most women to achieve orgasm**, no penis-shaped object required!)

Trust that your partner doesn't just want to have sex with your body.

He wants to share a loving and intimate experience with YOU, because he loves you, and this is the best way he knows how to show affection and reassure you how much he'll always want you.

And if he *doesn't* feel that way?

If he seems to be using your body to get off, and it feels like drunk hookup sex even though you're kinda together?

Then that is what's known as *sexual inequality*.

It's NOT an equal relationship between equal partners who take equal responsibility for pleasing each other.

Sexual inequality has another name.

Most people just call it BAD SEX.

THE CHASING LIE: “He Desires, You're The Object of Desire”

Women feel turned on when they feel desired.

All it takes is seeing his eyes flash approvingly, or him biting his lip as he looks you up and down, to feel like a goddess.

What turns men on?

Well, surely it's looking at you, isn't it? Men being visual creatures and all that?

As you've seen by now, these simplistic explanations just don't hold water.

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Male desire is much more complicated than:

See a hot woman + she's willing to have sex = READY FOR ACTION!

You now know that male desire is affected by factors like stress and health issues.

It's also affected by emotional factors like how he feels in the relationship and whether HE feels desirable.

Yes, you heard me right.

A big part of male sexuality is the need to feel *desired*.

Dr. Sarah Hunter Murray surveyed men between the ages 18 to 65 who'd been in a relationship 6 months or more.

She asked them **“how important feeling sexually desirable was to their sexual experiences.”**⁵

Even SHE was shocked with what she found.

Nearly 95% of these guys said that feeling desirable was ‘very’ or ‘extremely’ important to their sexual experiences.

And only 12% of these guys said that their partner made them feel as desired as they wanted.

For the other 88%, these guys wished their partner would do more of the following:

- *Compliment them*
- *Flirt with them*
- *Touch them*
- *Be enthusiastic*
- *Initiate sex*

⁵ <https://www.psychologytoday.com/us/blog/myths-desire/201812/5-ways-help-man-feel-desired>

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It's amazing how much it boosts a man's ego when you express your enthusiasm for getting down and dirty with him.

* * *

There's a second part to this...

Men are a lot more sensitive to sexual rejection than we realize.

We think it doesn't matter when we say, "Stop! I don't want you touching me right now," or, "Gross! No, no, no. I'm tired and I don't want to."

It would be one thing if we were just communicating that we weren't up for sex. EVERYONE has the right to turn down sex they don't want.

But sometimes women can get into a habit of forcefully pushing their partner away when he wants sex. They snap at him, or they feel resentment when he initiates sex they don't want.

He feels that judgment. He feels like she thinks his desire for sex with her is gross or inappropriate or annoying.

So what does he do?

He stops initiating sex as often.

He may even find himself losing his sex drive.

It was almost as if he's protecting himself from rejection. If he knows that his partner will say no to his sexual advances, he starts shutting down his desire almost as soon as he feels it.

Guys are not rejection-proof.

They don't mind it when you say, "No, honey, not tonight," but they want to feel that you still desire them and still want to have sex with them—just not right now.

So show your guy how much you want him.

Comment on his cute butt, or how that shirt brings out the color of his eyes, or how you're soooo looking forward to the weekend when you have the time to "snuggle up."

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Feeling desired by the woman he loves makes him feel incredibly masculine, virile, and alive.

THE PRIMACY OF SEX LIE: “Your Relationship Depends On Your Sex Life”

We’re going to conclude with one last lie that pops up in women’s magazines again and again.

It’s the lie that your relationship is in trouble if you’re not having hot, frequent sex.

The reason couples ply sex experts with questions about how much sex is “normal” to have is because they’re afraid they’re not having the “right” amount of sex.

They’re afraid that their sex life isn’t “up to scratch,” which makes their *relationship* not up to scratch.

First things first: there’s no such thing as a “normal” amount of sex.

If you and your partner both feel happy about how often you’re doing it, then you get a gold star.

The second thing you need to know is that the quality of your relationship determines the quality of your sex life.

Let me say that again:

It’s the quality of your *relationship* that affects your sex life, not the other way around.

When you feel close and connected with your partner, you can ask for what you want. You can let yourself go, trusting he’ll be there to hold you. You can take sexual risks that you couldn’t take with anyone else.

Emotionally attached couples are each other’s *secure base*.

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When life is stressful, they come back to each other. In each other's arms, they feel at home. Knowing their partner has their back gives them the confidence to do things that scare them.

These couples put more effort into their sexual connection, because they enjoy pleasing each other so much.

Couples who don't feel emotionally connected may have more frequent sex, but it's not emotionally satisfying sex.

It's "potato chip" sex—you can have as much as you can stand, but you never quite feel full.

If you've ever had a partner who treated sex like a gymnastics routine or performance, then you know how empty this kind of sex can feel.

There's no emotional depth to it.

He's doing something to you. You're doing something back to him. That's all it is.

You're not reading and responding to each other's wants and desires.

You're not moving through the moment together, in an intricate dance where you somehow know the moves he's going to make before he makes them.

Dr. Sue Johnson calls this "synchrony sex." It's like a dance between two incredibly attuned partners.

Learning the moves and how to execute them with precision won't make you a better dancer.

Learning how to become one with your partner will.

This is called *attunement*.

It's where you can feel his body move and your body moves automatically in response.

You don't have to think. You don't decide what you're going to do next. Your instincts guide you, and they never fail.

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Do you see now why it can be so unhelpful to turn your sex life over to sex advice columns that tell you step-by-step how to give him a blowjob or master the reverse cowgirl?

Sure, those tips can be fun to practice, but they're not the heart and soul of the sexual experience.

The heart and soul of the sexual experience is the deep, intimate, emotional connection you share with your partner.

Mind Blown Yet?

I keep thinking about what my life would have been like if I'd had this information in my twenties.

I had so much bad sex. I had a lot of sex I didn't really want. I had sex *for* men. It was what I thought I was supposed to be doing.

Today, I know that my body is a masterpiece and my sexuality is uniquely me.

Nothing is wrong with it. It works exactly the way it was designed to work.

Just because my body doesn't get aroused on a man's schedule doesn't mean it's slow or inconvenient. If you want the showy fireworks, you've got to put in the time.

I know I have just thrown a TON of information at you.

Even if you put just ONE piece of this information to use in your love life, it will have been worth it.

To wrap this up, here's what I think are the most important messages to take away:

- **Being great in bed doesn't mean mastering the hottest sexual techniques.** It means being *connected with* and *attuned to* your partner.
- **Your guy finds your body incredibly hot, no matter what size or shape it is.** Knowing how hot you are is one of the best things you can do for your sex life.

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- **Guys aren't up for sex all the time**, either. A lot of factors affect a guy's sex drive, including his health, his stress levels, and how connected he feels.
- **You don't have to have sex like a man to feel liberated.** Being liberated means feeling free to have sex like the woman you are. That means respecting the ways in which your desire and your arousal and your body work differently to men's.
- **Your clitoris is the coolest thing ever.** It's so much bigger than what you see, with 90% of it lying beneath the surface. It's the surest route to an orgasm.
- **When you expect orgasms, you tend to get orgasms.** It's a sign of sexual inequality when men nearly always come during sex and women come only half the time, if that. The secret to consistent orgasms is putting in the time on foreplay and coreplay. Sex should be taking a lot more time than we think.
- **As much as you love being desired, men love being desired, too.** They want you to want to have sex with them. They want you to initiate sex and enjoy sex and feel satisfied. Sex is a way he can emotionally connect with you and show you he cares.

I hope this isn't the end of your sex education journey! Here are four books I highly recommend:

- *Come As You Are: The Surprising New Science That Will Transform Your Sex Life* by Emily Nagoski, Ph.D.
- *Becoming Cliterate: Why Orgasm Equality Matters—And How to Get It* by Laurie Mintz, Ph.D.
- *She Comes First: The Thinking Man's Guide to Pleasuring a Woman* by Ian Kerner, Ph.D.
- *Not Always in the Mood: The New Science of Men, Sex, and Relationships* by Sarah Hunter Murray, Ph.D.

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And one last thing...

I have a favor to ask of you!

I invite you to **call up a girlfriend right now and tell her at least one fun fact you've learned.**

Become the myth-buster in your friendship group.

Friends don't let friends believe lies about sex.

Women have put up with unsatisfying or just plain bad sex for long enough.
It's time we started claiming our right to pleasure!

UNLEASH YOUR Pleasure Power

About the Author

Amy Waterman, M.A., is the host of **Your Brilliance**.

Her advice has been featured in over a dozen ebooks and online courses.

She's been writing for women since 2005, focusing on the way in which the latest scientific research has totally transformed our understanding of love and relationships.



Her flagship course **The Pleasure Principle** shows women how to unleash their #InnerBadGirl and follow their pleasure towards more health, happiness, and love.

- **Want to join the Pleasure Revolution?** Become part of Amy's posse of #BrilliantBabes. Discover how to harness your pleasure to attract SO many good things into your life. **Grab your free gift and join the movement.**

On **Your Brilliance TV** Amy shares personal advice as well as brings in top experts in women's health, wellness, careers and more to talk about important issues affecting women today.

She is also the author of **Effortlessly Likable: The Simple Steps to Unlock Your Natural Charisma** as well as **The Pleasure Diet: The Last "Diet" You'll Ever Need.**

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Wait, There's MORE!

Did you think I'd leave you just like that? ;)

I've been interviewing sex experts on my show Your Brilliance TV for YEARS.

I've posed my most challenging questions to them, such as:

- ✓ What sex is like after menopause
- ✓ How to feel sexy at any age
- ✓ How to talk to him about sex
- ✓ What to do when sex is better for him than for you
- ✓ How to rediscover the passion in a long-term relationship
- ✓ Sex after a long-term illness
- ✓ Healing from sexual trauma
- ✓ Healing from a sexless marriage
- ✓ How to close the orgasm gap

And I want to bring their answers to you.

Here's how my guest sex experts answered some of my audience's most commonly asked questions...

What Happens to Sex After 50?

When you imagine what sex is supposed to be like after menopause, what comes to mind?

Do you imagine gray-haired couples getting it on with a smile?

Or does your mind pull a blank?

No one really talks about what sex is supposed to be like as you get older.

If anything, the message seems to be that you stop having it.

You dry up. You don't need it anymore.

But that's not what sex expert Tracey Cox found.

She discovered that many couples were having even *better* sex after 50...

As long as they redefined how great sex looked and felt.

Yes, your sex life changes as your body ages.

But those changes can be fun and incredibly pleasurable.

In this YBTv interview, Tracey shares tips from her new book [Great Sex Starts at 50](#).

She talks about the difference between spontaneous and reactive desire, why men after 45 may suddenly act like they no longer want sex, and why some women blossom later in life while others don't.

- **Watch the interview:**
https://youtu.be/2FsM_Kouw3Q

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Tracey Is Busting Sex Myths, Too

“After writing 16 books about sex, I was not up for writing another one,” Tracey Cox says.

Then she turned 50.

“And it was just like, ‘*Oh my god, this really is a completely different ballgame.*’”

Tracey Cox is a sex expert who exploded on the scene in 1998 with her first book [*Hot Sex: How to Do It*](#).

Since then, she’s been everywhere. Writing for magazines. Appearing on television. Doing her thing on [TikTok](#).

She finds herself answering the same questions over and over again.

She shares basic sex facts, like the fact that [only 25% of women can reach orgasm](#) through penetrative sex alone.

And she STILL finds that her audience reacts with shock and surprise.

“How did we get to this point that it’s still not common knowledge?” she wonders.

Perhaps it’s because we don’t want to believe the truth.

We’ve been so convinced by movies and media that all sex must follow a certain formula. *Penis + vagina = orgasm*. Surely that’s how it works?

Women who ask for more can find themselves shut down. Their boyfriend snaps back, “None of my girlfriends have ever had a problem.” It feels like the problem is them... and they stop asking.

Sex after Menopause

By the time women reach their 50s, the questions start to change.

They don’t want to know how to give a great blowjob. They want to know how to have comfortable sex. They want to know what happened to their libido!

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“That’s the thing that got me interested in writing this book,” Tracey says.

“Because I knew about all of these changes that were ahead of me, but I just thought, *‘This isn’t going to happen to me. I’ve written 16 books about sex!’*”

She was certain her sex life would sail on just as before...

But instead it took a nosedive.

“It wasn’t even so much that I went off sex. I *forgot* about sex,” she says.

What was going on?

“What happens to women over 50 is that there’s so much that happens to your body. It’s not up here [in your mind],” she clarifies. “It’s your body.”

Specifically, it’s those pesky hormones.

From Spontaneous to Responsive Desire

If you’ve got the right balance of testosterone, estrogen, and progesterone, then your libido should be able to erupt out of nowhere. You’ll be watching a sex scene, or your partner will start putting the moves on you, and your body will respond.

That’s *spontaneous desire*.

But once your hormones start to change after menopause, spontaneous desire diminishes.

“It doesn’t mean that you won’t ever want sex again,” Tracey says, “but it does mean that ... you have to get used to putting yourself in the mood.”

Often, what it takes for that desire to come back is starting to have sex. Once you’re into it, you want it.

That’s *responsive desire*.

“Most women post 50 think, *‘Oh, [my loss of libido] must mean I just don’t want sex,’*” Tracey says.

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“No, it means that you need really good stimulation, you need a good lover, and you need to take responsibility for arousing yourself.”

Better Sex Than Ever

“A lot of it is shifting your attitude,” Tracey explains.

If you want the kind of sex you had in your 20s, “that sort of hot, lots of thrusting-type sex, you probably do have to kiss goodbye to that to a certain degree,” she says.

“But if you want slower, more erotic sex that’s less penetration-focused, then your 50s can often be actually *better* than before.”

You may be slower to arouse and feel less sensitive, but that’s not necessarily a bad thing.

“You just have to rethink what you think of as sex,” she says. “Sex doesn’t necessarily mean intercourse. It means lots of oral sex; it means lots of slow sex, erotic sex.”

And that can be good for him, too.

Men tend to be dealing with their own issues later in life, around the strength and duration of their erections.

“To try and move men from this mindset that, actually, you don’t have to penetrate something to have good sex, is so difficult,” Tracey explains.

Men understand that women can have orgasms without intercourse, but they still feel that they need an erection. How else will their partner know how much they desire her?

To make matters worse, a lot of “men would rather never have sex again than admit to not getting an erection,” Tracey adds.

“If a guy who’s 45 or over used to have great sex with his partner, then suddenly he doesn’t want to have sex anymore and won’t talk about it, there’s always erection issues.”

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Communication, Communication

The couples who continue to have great sex talk about it.

She says, “Wow, sex is actually starting to become a bit more painful for me. Maybe we should have more oral sex, less penetration.”

He replies, “Well, actually, I’m having troubles getting really firm erections, so that suits me fine.”

And their sex life shifts to mutual masturbation and mutual oral sex.

That’s in an ideal world.

In the real world, couples can struggle for a long time before admitting that things aren’t working.

“The more honest you are about the things that happen to you as you age, the more honest your partner will be with you,” Tracey says.

That includes single women who are dating.

If you’ve got, say, arthritic knees, don’t be afraid to tell your new partner.

“Just make fun of it,” Tracey recommends. “Keep it light. Don’t make it a big deal, and they won’t find it a big deal.”

“I think anyone worth his stuff is not going to fall to pieces if you say, *‘Actually, you know what? This might hurt a little bit. Do you mind if we do it this way?’*”

Body Image

When Tracey was researching her new book, she found that the women she interviewed fell into two camps.

One group of women were lamenting their lost youth. They hated getting old. They missed the way their body used to be.

The other group of women were ecstatic. They were celebrating. “*Oh my god, I’m free of my periods! I’ve got more time now. I really like myself. Now I understand my body more. I might not look the same, but I think I’m sexy.*”

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Who were having the worst sex lives?

You guessed—the negative women.

“You have to just make peace with [the fact] that your body isn’t going to look the same,” Tracey says. “Who cares?”

Why is a young body necessarily any more attractive than an older body? ...Where did we ever come to this conclusion that older women weren’t as attractive as young women?”

“It’s all in your attitude, so the first person you have to convince is yourself,” Tracey says.

“Find somebody who appreciates your body. Look at yourself differently. A lot of this beating up stuff doesn’t come from society. It comes from you.”

ABOUT TRACEY COX

Tracey Cox is one of the world’s most famous sex experts and writers on sex and relationships. She has written 17 books, many of which are bestsellers worldwide, including her first book [*Hot Sex: How to Do It*](#), available in 140 countries and translated into over 20 languages. She has been writing, researching and talking about sex for thirty years and has toured the world as an international sex, body language and relationship expert. [Get all things Tracey](#).



UNLEASH YOUR Pleasure Power

Feeling Sexy At Any Age

It is hard to feel sexy when you're just not feeling it anymore.

You're tired, you're run down, you're busy. Sexiness is the LAST thing on your mind.

You've passed the stage in life where you could shake your booty and not worry that anyone's watching.

No one wants to see you in a sexy crop top and short skirt – not even yourself!

Being sexy is at the bottom of your priority list...

But should it be?

This week's guest [Dr. Rebecca Rosenblat](#) is passionate about helping women stay connected to their sexuality, no matter their age.

She practices what she preaches. She lives her life out loud, writing saucy novels, dishing sex advice on [Rebecca TV](#), and refusing to dampen her sexy vibes.

In this YBTV interview, Dr. Rebecca shares tips on how to feel sexy at any age.

You'll discover why sexiness has nothing to do with your body type, how you can step into your sexiness even if sexy is the last thing you feel, and a SUPER-secret tip that will have men hot with desire for you.

- **Watch the interview:**
<https://youtu.be/2JN8nrFhiso>

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Erotic Stories

Dr. Rebecca is a clinical sexologist, registered psychotherapist, certified addiction and trauma counselor, sex therapist, life coach, educator...

So why is she writing saucy fiction?

“We’re not allowed to share certain things about ourselves,” she says, “so part of it just stays in our head as a fantasy, something that we dream about.”

Her novels, including [Mid Rift](#), about the sex lives of a group of friends in midlife, explore those fantasies and feelings. Fiction puts you right in the middle of the story, unlike clinical research, which engages a different part of the brain.

Not that Dr. Rebecca doesn’t write how-to guides as well.

Her book [Sexual Power: You’ve Got It – Now Use It](#) offers practical tips for women to embrace and flaunt their sexuality at any age.

Dr. Rebecca knows her stuff. At her [private practice](#) in Toronto, she sees clients struggling with relationships, sex, self-esteem, trauma, and more.

She even offers therapy in Hindi and Urdu to support South Asian clients.

But “no matter which part of the world you look at,” she says, “women are expected to be sexy.”

That expectation is universal, laid down in our biology.

According to the work of evolutionary psychologist Dr. David Buss, she explains, “our brains are programmed for women to be drawn to *success objects* and men to be drawn to *sex objects*.”

Because Mother Nature has one agenda:

To get us making love, so that we’ll raise children who’ll survive and continue our species.

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Sexiness is a Choice

But maybe you're not at the stage where you're concerned with making babies. You don't need to act sexy to attract a mate.

Does that mean you should pass on feeling sexy?

Not at all, says Dr. Rebecca.

"I feel that it's a choice we have to make," she says. "Sexiness is a mindset. It's not a body type."

If you look in the mirror and don't like what you see, you can find yourself believing that you're not supposed to be sexy.

Ironically, one of the best ways of remedying that is to have more sex.

Sex is "one of the best ways of staying young," Dr. Rebecca explains. "It has great anti-aging properties."

Even though the media presents sexiness in a very specific visual way—the sexy young creature pouting at the camera, displaying her perfect curves—you don't have to buy it.

"Whether it's media or your partner or your girlfriends, don't let anyone tell you what's sexy," Dr. Rebecca says.

"You put yourself in the driver's seat, and you drive."

Sexy Confidence Comes with Age

What's sexy is your mindset, and that's where those of us with life experience under our belt have a huge advantage over younger girls.

"Younger girls got nothing on us, because younger girls can be a little bit insecure," she confides. "But as we get older, we have more confidence."

"With an older woman," she adds, "there's adventure, there's excitement, there's experience. So you engage the mind in a really delicious way, and when you do that, the person leaves a lasting impression."

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Dr. Rebecca gives workshops in the Toronto area on the topic of sensuality and sexuality, and she finds that “it’s the older females that come up with all the juicy questions. The younger girls are a little bit scared to ask certain things.”

She finds that her older workshop attendees are more curious. “They’ve given themselves the permission to try something spicier. Some of them are going second or third time around, so they want to keep it really hot and sexy.”

How to Feel Sexy

When you’re ready to start taking baby steps to feel sexier in your own skin, Dr. Rebecca has some tips for you.

Her first tip is to make sure that you’re doing this for YOU.

“I believe in doing whatever it takes to make *us* feel sexy, not someone else,” she says.

She recommends exploring your sensuality through your senses: through luxurious baths, rich lotions, fragrant scents, and sensual sounds.

This works better than affirmations, because “we can tell ourselves we’re sexy, but the subconscious doesn’t hear it. It has to perceive the world through the senses.”

Look at the way your clothes make you feel, and get rid of anything that doesn’t make you feel sexy.

Focus on how you want to feel, even if you’re not feeling it in the moment.

A Super-Secret Sexy Trick

She also shares a naughty tip to use your own natural pheromones to enhance your sexy vibes. ([Watch here](#) for the full explanation!)

She tested the power of these pheromones by running an experiment.

She and a group of girlfriends went out two nights in a row to the same club, where the same group of guys hung out.

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Dr. Rebecca and her friends made sure they looked exactly the same on both nights, down to the same shade of lipstick.

But there was one difference. On the second outing, they tried the pheromone trick.

It was like night and day.

With the pheromones, the guys who'd ignored them the previous night were buying them drinks and asking them to dance.

"All the women who've tried that have said that they've had such amazing results," Dr. Rebecca says. "It's opened up a whole sexual side and the responsiveness that they thought they'd lost."

So try it if you dare!

Use It or Lose It

When you haven't been with a partner in a long time, it can feel as if your sexuality goes dormant.

"If you don't use it, you lose it," Dr. Rebecca says.

She explains that "the more sex we have, the more we want it. The less we have, the less we crave it."

Her recommendation is, "whether you're with a partner or not, just stay in the game. Experience your sensuality."

She adds that she's "a firm believer in *menage a moi*, self-loving."

Self-loving helps arouse desire, which can be elusive as women grow older.

If women wait to feel desire before they have sex, they may never have it. Sometimes, they need to take matters into their own hands and arouse the body for desire to kick in.

"An orgasm is not given; it's taken," she says.

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“So when someone says, ‘*My partner doesn’t give me an orgasm,*’ I say, ‘What do you mean, they don’t *give* you? You *take* an orgasm. You take charge. You show them. You teach them.”

Get More “Sexy at Any Age” Tips

If you’re ready to learn more, then you’ll be thrilled to discover what Dr. Rebecca has to offer us.

She’s created a special free webinar just for us.

It’s called “Sexy At Any Age,” and it’s full of exercises to help awaken your sensuality and body awareness.

➤ [Watch it here.](#)

“At the end of the day, the idea is to feel sexy, to own our sensuality, and let *no one* tell us that we’re not sexy. We’re not giving that power away!”

ABOUT DR. REBECCA ROSENBLAT

Dr. Rebecca is a clinical sexologist, registered psychotherapist, certified addiction and trauma counselor, sex therapist, life coach and educator. She’s critically acclaimed as one of Canada’s leading influencers. Dr. Rebecca has reached millions as a host of 7 TV show and 2 radio shows; author of 9 books and hundreds of advice columns and articles; and as a workshop leader and keynote speaker at hundreds of events. Beyond that, she’s a clinical associate and private practitioner in the Greater Toronto Area, dedicated to helping people heal and grow. [Find out how you can work with Dr. Rebecca.](#)



UNLEASH YOUR Pleasure Power

How to Talk to Him About Sex

It's easier to do it than to talk about it.

We'd rather guess what our partner wants in bed than have to ask. We'd rather have our partners guess what we want in bed than have to explain it to them.

But all the mystery and silence doesn't make for a more satisfying relationship.

Sustainable Passions founder Kjersti Helgeland wants to get us talking. And not just with our partners, either.

She wants us to be able to talk about sexuality out in the open, with curiosity, not embarrassment.

That's why she created Passion Cafés, to bring ordinary people together to share their thoughts and experiences on one of our most taboo topics.

Her mission is "to create a greater awareness on how our sexuality is formed and manipulated by society."

When we don't talk about sex, we don't question what we've been told. It's time to take back our power.

- **Watch the interview:**
<https://youtu.be/vccETZN6SP4>

We Need to Start Talking About Sex

We talk about sex with our lovers.

Sometimes, we talk about sex with our girlfriends.

For most of us, that's the extent of it. Sex is a private matter. It isn't something we want to talk about with just anyone.

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For Sustainable Passions founder Kjersti Helgeland, that's a shame.

When we don't talk with anyone about sex, we don't have the opportunity to question what we've been told.

We've been given so many messages about sex from parents, friends, school, politics, laws, religion, culture, and the media. Some of those messages come from people who think they know what's best for you. Other messages come from people who want to make money off your insecurities or desires.

Kjersti compares it to a map.

As you grow up, these messages impose a map over your sexuality, telling you what to do and who it's okay to do it with and what's taboo.

But then, she asks, "what happens if your map does not really fit with your terrain, your unique sexuality? Do you then try to adapt yourself to the map, or do you try to rewrite the map?"

That's where Kjersti's talks and workshops come in.

She wants us to realize that we don't have to change ourselves to fit the sexual map we've been given. We have another choice. We can start to question some of those messages we've received about sex. We can take charge of our sexual destiny.

Sex Ed Starts Early

Although sex ed in schools doesn't start for most of us until we hit puberty, our real sexual education starts much sooner.

"There is a lot that lies in your childhood," Kjersti says. "Most of us never had any good role models when it came to talking about sexuality in a normal, relaxed, informed, and constructive way. Maybe we even experienced someone getting teased or ridiculed trying to talk about sexuality."

Even though no one may have talked about sex with us, that doesn't mean we didn't pick up on the unspoken rules.

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Unconsciously we learn certain rules—how it's okay to talk about sex, or maybe it's mostly about how it's *not* okay to talk about sex—and we bring these rules with us throughout our life if we don't question them.”

Another way we learn about sexuality is through related topics like pleasure and consent.

“Also, it has to do with whether you were encouraged or cowed when you expressed your wishes and boundaries as a kid,” Kjersti says. “Were you listened to? How did you learn to express yourself and what you liked and disliked?”

“This is a long path,” she adds, “and it's time to take the power back there and to re-learn and to rewrite some of these rules.”

It's Your Responsibility Now

It can be shocking to realize how much of your sexual script was written for you.

How much have you gone along with things, never realizing you had a choice?

“You actually have to take responsibility for your own sexuality and your own pleasure,” Kjersti says.

“It's a mindset that, ‘Okay, I *want* to take responsibility. Maybe I have given it away. Maybe I have been unconscious. But now it's time to ... take responsibility and not leave it to the man or leave it to someone else.’”

This isn't an easy path, she warns. “It takes courage, and it takes practice.”

The first thing you need is the words to talk about it.

Talking about sexuality requires having the language to describe the parts of the body, what you like, and what you do in bed.

Sometimes, you may have the words but struggle with expressing them out loud. “Maybe you have to practice in front of the mirror,” Kjersti says.

She encourages couples to communicate about sex from the very beginning of the relationship.

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“Yes, it might feel hard, and it might be scary,” she says, “but think of it as a gift you give.” When you’re honest, you open the doors for your partner to be honest as well.

How to Talk about Sex with Your Partner

What should you talk about?

“Talk about what is important to you,” she says. “What you like and dislike. What you’re insecure about and what you’re curious about.”

If possible, have that conversation before you have sex.

Ask questions like, “What do you like? How do you like to be touched?” Then tell your partner your answers. Don’t “assume that you know what he or she wants, or that they should read your mind.”

It can be difficult to start that conversation, so Kjersti offers some conversation openers:

“Some men believe that they should be able to guess what a woman wants, but what I like differs from day to day. I can’t expect you to read my mind, so we need to talk about it,” or...

“I don’t expect you to read my mind. I take responsibility for my pleasure, so that’s why I’m telling you how I feel today, what I need today. I also ask you, as my partner, where are you today? What are your needs and wishes and your boundaries today?”

This doesn’t mean you should tell your partner *everything* you want them to do.

“You need to have some trust; otherwise, it’s quite exhausting to be with a partner who’s micromanaging you,” Kjersti says.

It also doesn’t mean that you should correct your partner every time they stray away from what you asked for.

“Talk about what they do right. Talk about what you like. Even better, show [them] what you like. Show with sounds; you don’t need to talk.”

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Another good time to talk about sex is afterwards. Ask your partner, “How did that feel for you when I did that?” Because “you and your partner experience things differently.”

The goal is to “be curious with your partner as you want your partner to be curious about you.”

Taking the Conversation Public

“Your sexuality isn’t just a private matter. It is actually a public matter. How you talk about sex, who you talk with, what you talk about it ... you’re part of creating society’s view on sexuality. I want to inspire you to take responsibility for your sexuality and also be conscious of how you influence others, because you do.”

Some people believe that they’ve never influenced anyone around sex, because they never talk about it.

But we communicate our beliefs, even though we don’t say a thing.

That’s why Kjersti created NYT, Norway’s national festival for Positive Sexuality, and Passion Cafés where ordinary people can gather to speak about topics normally reserved for the bedroom.

“The Passion Cafés are really for people to experience ... talking about sexuality and talking about intimate things that we usually don’t hear,” she says. The people who attend her events find that hearing other people talk so openly about sexuality helps them open up, too.

“Usually we sit with the same questions and the same insecurities, but we don’t know, because we don’t talk about it,” she says.

If you feel inspired to do so, try talking about “sex in a way that you feel is right for you with someone that you maybe haven’t talked about the issue before.” Push yourself a little bit outside your comfort zone.

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ABOUT KJERSTI HELGELAND

Kjersti is the founder of [Sustainable Passions](#) and NYT, Norway's national festival for Positive Sexuality. Sustainable Passions advocates a world where our sexuality is recognized as a unique source of pleasure, energy and creativity—and where each individual is free to live out his sexuality as long as it does not harm others. Her passion is to help strengthen people's self-esteem and empower people in their sexuality, open up the public conversation about sexuality and promote sexual pleasure as a path towards a healthier society. She does this by giving talks and arranging festivals, workshops, and Passion Cafés. [Find out more about Kjersti.](#)



When Sex Is Better For Him Than For You

Is it okay if he enjoys sex more than you?

Maybe you've just started seeing one another. Maybe he doesn't know you well enough yet to push the right buttons.

Or maybe you've been together for so long that sex is routine. You don't think too much about it.

Or maybe, just maybe, you've never prioritized your OWN pleasure. Maybe it's always been about him rather than you, and you're not sure why.

In this YBTv interview, I talk with my friend Terah Harrison, a licensed professional counselor, about what to do when sex is better for him than for you.

Terah specializes in helping couples have a happy, healthy sex life and fight less. You'll learn about the orgasm gap, the importance of asking for what you want, and what it means to become cliterate.

- **Watch the interview:**
<https://youtu.be/omHItydGgas>

Time to Speak Up

“Whenever you're allowing him to *truly* please you, then you're giving him the gift of giving to you.”

What do you do if you don't like what your man is doing during sex?

Do you say nothing, because you don't want to hurt his feelings?

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Do you say something and risk ruining the mood?

Or do you take a page from Terah Harrison's book and say, *"Oh honey, you know that feels SO good, but let me show you something that I REALLY like"?*

Terah believes we need to speak up in the bedroom.

Not to tell our men they're making a mistake or doing something wrong...

But rather to show them how they can please us better.

Our partners "truly do want to please us," Terah says. "It's worth the risk to bring those things up, because in the end he's going to feel better, because he is going to find out how to please you, and you're going to get more orgasms."

As women, we haven't always been taught to value our own pleasure.

"That comes from years and years of us hearing that sex is mainly for men," Terah explains. We can end up believing that it's more important to *look* and *act* sexy than to *feel* sexual. Our sexuality feels like it's for his benefit, not our own.

It doesn't have to be that way.

When you take ownership of your sexual experience and actively instruct your partner in how to please you better, it takes your relationship to a higher level. You're allowing him to give to you, and you're allowing yourself to receive.

This can feel frightening. It makes you vulnerable. But the reward is a deeper, more intimate and fulfilling connection.

Men can tell when you're going along with something that doesn't feel all that great. "Is he really happy if you're not being pleased during sex?" Terah asks. It might seem easier to fake an orgasm, but not being honest leads you away from real connection.

Sometimes women fake it because they don't feel they have a choice. They're not able to achieve orgasm during sex.

Dr. Laurie Mintz studies what she calls the "orgasm gap," the difference in how often men experience orgasms compared to women. She found that 39%

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of female university students always or regularly experience orgasms during sex, compared to 91% of men. About two-thirds of women have regular orgasms in relationships. But hookup sex is dismal, with just 4% of women achieving orgasm.

This wide gap suggests that, even today, women's orgasms aren't valued equally to men's.

"When it comes down to it," Terah says, "we both want pleasure for each other, but some of us are confused about what that looks like."

We can start to close the orgasm gap by adopting this principle:

"You have a right to say *yes* to the kind of sex you want—any kind of sex that you want—and *no* to any sex that you don't want."

Terah adds, "That's for both men and women."

In the #MeToo climate, both men and women have a responsibility to check in with one another AND check in with themselves.

Men should be asking, "*Are you having fun? Is this okay with you?*" Women should be asking themselves, "*Am I really having fun, or do I just want him to think I'm having fun?*"

Learning to set kind boundaries helps women feel safer during sex. They don't have to go ahead with something that makes them feel uncomfortable. They can guide their partners back to what they want.

Terah aims to empower women through her Shameless Sexual Revolution. Its tagline? "Sexual shame is so LAME!" [Learn more.](#)

I joined Terah and Dr. Rebecca for an episode of the podcast, which Dr. Rebecca challenges us to come up with a name for our "lady parts!" [Listen here.](#)

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ABOUT TERAH HARRISON

Terah is a licensed professional counselor and host of the podcasts Make More Love Not War and the Shameless Sexual Revolution. Her goal is to help people have more sex and fight less. She discovered the need for her podcast through working with male clients at her private practice in Fort Worth, Texas. Most of these men were striving to be better partners, but their strategies to achieve this only made things worse. She wondered what would happen if men had a free, easily-accessible resource to help them understand women better—and her podcast Make More Love Not War was born. [Find out how you can work with Terah.](#)



Rediscovering Passion in a Long-Term Relationship

If sex is the glue that keeps couples together...

What does it mean when you and your guy aren't on the same page in the bedroom?

It wasn't like that in the beginning of your relationship. You couldn't get enough of each other.

But as the years wore on, sex began to take a back seat to the stresses of work, life, family and home. You felt more like companions than lovers.

Isn't that kind of thing inevitable, though?

Intimalogist™ Dr. Kat Smith doesn't think so.

She believes that what couples are experiencing is not sexual incompatibility, but rather a difference in the way they understand *intimacy*.

Build up intimacy, and you restore the passion.

➤ **Watch the interview:**

<https://youtu.be/FoE6FE1TltA>

Two Ships Passing In The Dark

“Men think intimacy is sex. Women think intimacy is a closer connection with someone.”

That, in a nutshell, is the problem.

When a man seeks to become closer to the woman he loves, he initiates sex.

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But when a woman seeks to be closer to the man she loves, she talks. She asks him questions. She tries to find out about how his day went and how he's feeling so she can love and care for him better.

He gets irritated at the fact that she's always quizzing him, while she gets irritated at the fact that all he wants from her is sex.

And they end up like two ships passing in the dark.

“Men want physical contact. Women want emotional contact,” Dr. Kat explains. “And that's where the difference is.”

So if a man can learn to give a woman the emotional contact she craves, she feels understood and cared for, which makes her more likely to initiate sex. Both partners get what they need.

But there's a hurdle in the way.

“Couples today are emotionally, mentally, and physically exhausted,” Dr. Kat says. “We're all just totally engaged otherwise with our devices, with our careers, with everything else.”

We're not dedicating the time to our relationships that we should. And our relationships are withering as a result.

Don't expect your relationship to thrive on autopilot. “It's like any living thing,” she says. “If you don't feed it, if you don't nurture it, it's going to die.”

So schedule in quality time. **Date night is mandatory.** You've got to make your partner feel wanted and desired.

And if you don't think you can make the time, consider your TV viewing schedule. As Dr. Kat. says, “People don't dedicate the same amount of time to their relationship than they do watching Scandal or Game of Thrones!”

But what if you're so exhausted at the end of the day that vegging out on the couch sounds infinitely preferable to gazing into your partner's eyes and giving each other back rubs?

Enlist his help to take some of the burdens off your shoulder.

“Why are you trying to be Superwoman?” Dr. Kat asks.

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“If there’s kids involved, he helped make those kids! Give him some responsibility. While you’re taking care of the kids, have him do the laundry. Teach him how... Help him to take some of the responsibility off from you. Make a list and send him to the grocery store ... whatever it takes. Share the responsibilities. It’s not going to kill him. He’s just going to be a better man and a better mate for you.”

Dr. Kat even shares the perfect script to start this conversation with your man.

You want to approach it tactfully, as he might leap to the conclusion that you’re saying he’s inadequate. Instead, share these new ideas with him in a way that’s going to get him excited about these new possibilities for your love life.

Because the love hasn’t died yet. You can get back to how you felt when you first got together. All it takes is rededicating yourself to the work of building up intimacy.

ABOUT DR. KAT SMITH

Dr. Kat Smith, DHS, ACS, has been helping couples repair relationships through intimacy re-education for over 10 years. A doctor of human sexuality, certified Intimalogist™ and TedX speaker, Dr. Kat is a published authority on sexuality and relationships. [Find out how you can work with Dr. Kat.](#)





Sex After a Long-Term Illness

Having cancer changes everything.

But what it shouldn't change is your ability to touch and be touched.

Staying physically connected to yourself and the one you love is so important when you're going through a life-changing event.

But cancer treatments can make that difficult, causing a host of side effects that impact libido and sexual wellness.

Tiffany Yelverton is a master sex coach and intimacy consultant who works with cancer survivors to rebuild intimacy.

In this YBTv interview, she shares tips for dealing with vaginal dryness, painful sex, feeling disconnected from your body, and rebuilding your connection with your partner.

You'll also get a free sensate touch activity to help you connect to your body in a way that boosts your confidence and self-love.

➤ **Watch the interview:**

<https://youtu.be/KhH-hXqJvIA>

Rebuilding Your Sex Life After Cancer

Did your doctor talk to you about how cancer treatment was going to affect your sex life?

Many patients NEVER have that conversation.

"After money, sex is the #1 thing that survivors are concerned about," Tiffany says, "and many doctors don't really discuss it."

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Not because cancer treatments have no impact on intimacy—they DO—but because many doctors don't know what to say.

The doctors Tiffany works with tell her they got about *6 hours of sex education* in medical school.

So when a patient is concerned about, say, the way a mastectomy will impact her sex life, some doctors can be dismissive.

“I’ve had oncologists tell my clients, ‘*Oh, it’s just a breast, get over it,*” Tiffany says. “It would be like a man having his testicles cut off and [the doctor say], ‘*It’s just your testicles. It’s no big deal.*”

That’s why good doctors bring together experts in areas they’re not familiar with—nutrition, mental health, sexuality—to support their patients’ wellness during recovery.

Through her foundation [Sexy Survivors](#), Tiffany works with Hope Hospital in Southern California in their Breast Cancer Survivorship Group.

Thanks to an amazing oncologist and breast surgeon, the hospital has pioneered a program where experts come together to support women in rebuilding their life after cancer.

Don’t Give Up Touch

Tiffany doesn’t just support cancer survivors.

She works with anyone who’s experienced a life-altering or traumatic event.

Whenever anything BIG happens to your body—whether it’s infertility treatments, miscarriage, menopause, or even returning from combat...

It affects the way you relate to your body.

You can find yourself putting off physical intimacy.

Tiffany helps her clients reintroduce intimacy “in a way that everybody can get what they want and feel nurtured and whole.”

She helps them see the importance of touch in their lives.

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Touch creates oxytocin, which helps you connect with your partner. Touch helps you with self-confidence and body love.

Plus, there are many health benefits to sex: for your mental health, your heart health, your sleep patterns, and your immunity.

Obstacles to Sex after Cancer

Cancer treatments come with a host of side effects that make intimacy challenging.

Most women go through *artificial menopause* as a result of chemotherapy, which affects libido.

Then there's vaginal dryness....

Not to mention the impact of surgery. If a woman has had her breasts or ovaries removed, she can feel that part of her femininity has been taken away.

"You have to learn to love your body again and to embrace what has happened," Tiffany says.

That can take time. At first, it may feel like your body has betrayed you.

Acknowledge those feelings, but don't stop there.

Really appreciate and be grateful to and thank your body. Thank your body for being there for you. Because even though you feel that it's given up on you and that it's betrayed you, it is still there."

She adds:

Every part of you tells a story of your life. Every scar that you may see as a flaw, it's a beauty mark and a tiger stripe of what you've gone through and what you've experienced."

A good way to start reconnecting with your body is by practicing self-touch.

Work on "getting back into your body, and feeling what touch feels like, and what *good touch* feels like as opposed to *invasive touch*."

» **Want some guidance? [Get Tiffany's FREE sensate touch activity.](#)**

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Reconnecting with Your Partner

Sometimes, a woman is ready to become intimate with her partner again, but her partner holds back because he's afraid that his touch might hurt her.

Tiffany recommends starting out with a conversation. Talk about what feels good and what feels uncomfortable.

Then begin with sensual touch, avoiding the genital region.

"It's really important to throw out the window what you thought sex was before," Tiffany says. "There are lots of ways to experience sex and intimacy that are outside of what you may consider the actual sex act."

Look for new erogenous zones. Guide your partner to touch you in new ways.

"You may never get back to where you were before," Tiffany says, "but you're going to be in a new place that could even be better."

Sexual Wellness Products

There are products that can support you as you ease back into your intimate life.

When you haven't had sex for a long period, you can experience *vaginal atrophy*, which makes sex painful.

Tiffany recommends trying a high-quality silicone dilator, which is an insertion piece that comes in a range of sizes to help stretch out the vaginal muscle tissue.

Look for non-toxic, body-safe products that won't disrupt estrogen levels or cause irritation. Tiffany offers a range on her online store [Entice Me](#).

She recommends [Sex Butter](#) for vaginal dryness.

"It's a proprietary blend of essential oils, cocoa butter, shea butter, grape seed extract, and coconut oil [that] actually repairs the cellular walls," she explains. "It's oil-based, so it really helps to heal not only that dryness ... but it helps your body to naturally produce more moisture."

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If you'd like more personal support, Tiffany also offers online courses as well as one-on-one coaching via Zoom. [Find out more.](#)

“Love your body, no matter what state it's in, because it's you.”

ABOUT TIFFANY YELVERTON

Tiffany is a master sex coach, relationship strategist, and intimacy consultant. She's the founder and CEO of [Entice Me](#), a resource for anyone who wants to tap into their sexual power to create a life they desire. Her mission to educate and empower people, especially women, to own their sexuality. [Find out how you can work with Tiffany.](#)



Healing From Sexual Trauma

Of all the things that can affect our relationships, one we hear very little about is a history of sexual violence.

According to the CDC, 1 in 3 women will be sexually assaulted in her lifetime. These women go on with their lives, loving and dating and raising families, but the past never entirely goes away. It lives on in body memory.

In this YBTv interview, I talk to author and advocate Marnie Grundman about life after sexual violence.

As a survivor herself, she's frank about the challenges of putting the past behind you. Even when you want to forget, triggers keep the trauma alive. It's not easy to open up about what happened, especially to family. And counseling is a must. Professional support can make all the difference between letting the past control you and living life on your terms.

- **Watch the interview:**
<https://youtu.be/oe2U9EEFzQ>

Teenage Runaways

“Believe the victim, first and foremost.”

Marnie Grundman was a teenage runaway.

She started running away from home at 5 years old from a sexually, emotionally, and physically abusive environment, and ended up living on the streets at 13.

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It's a story she tells in her memoir [MISSING: A True Story of a Childhood Lost](#).

Today, she uses those experiences to help people and organizations understand why kids are running away from home and how to help them.

She also raises awareness about the link between runaways and kids who end up being [trafficked for both sex and labor](#).

Homeless youth are not just at risk for trafficking but also sexual assault.

One in four girls are sexually abused before the age of 18. That early abuse puts them at further risk. More than a third of those girls end up getting sexually assaulted again as an adult.

The Aftermath of Sexual Violence

Sexual abuse isn't something you can just forget and put behind you.

"Your body has a memory of abuse, and I think a lot of time we don't talk about that enough," Marnie says. "Your body will remember something before it hits your mind."

Those triggers don't just go away. Even today Marnie gets triggered when someone moves swiftly or comes up behind her, but she's learned to take a moment and come back to herself.

"We're very focused even now as a society on, '*Don't look back*,' or, '*Get over it*,' or, '*Move through it*,' but you're carrying it," she says. "You have to look back to move forward."

Moving forward from the past includes learning how to deal with off days, finding the best way to talk about it with people you trust, and getting the professional support you need.

It's always going to be a part of our lives. We just have to know how to navigate it and not to be hard on ourselves and not to think, '*Oh my god, when am I going to get over this?*' You don't get over it; you just live with it."

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Telling Someone

If you haven't talked to anyone yet about what happened, coming out can be a big step.

But Marnie urges anyone considering coming out to talk with a counselor first, so you're supported if you don't get the reaction you expect.

Your family may not be able to give you the support you need. "Even if it wasn't somebody within the family who assaulted you, [your family] might deny it, because they don't want to deal with it. You have to be prepared for that."

She adds, "I think part of the reason [for the denial] is because maybe they feel like they failed you in some way. So unless you have a really supportive family unit, it may be received in a way that you aren't anticipating."

You shouldn't feel any pressure to tell a new partner unless you want to.

"Nobody has a right to know about anything in your past," Marnie says. "That's your past, and you share when you feel that it's something that you want to share."

If you do want to talk about it, "you don't have to share the details, just, *'Listen, I was sexually assaulted, and it has an impact on me sometimes, and sometimes it doesn't.'*

"If they're the right person, they're going to receive that well, and they're going to be supportive. They are not going to ask questions out of curiosity but rather [say], *'Hey, I'm here for you, and I'm really glad that you shared that with me.'*"

Trusting Again

Given what Marnie has gone through, you'd think she'd be the last person to trust men.

But that hasn't been her experience—or the experience of other rape survivors she's talked to.

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When something bad happens to you, you don't hold it against everybody of that gender or body type or religious background or whatever it is."

What does change is how trust works for them. Survivors are more aware of their surroundings and avoid putting themselves into a situation they're not ready for.

Getting Support

The #1 thing we can do to support victims is believe them until we have a really good reason not to.

It's so hard to come out and speak about what happened. There's also a "lack of recognition in terms of understanding how trauma affects the brain."

Counseling is highly recommended.

Take time to find the right person. You want someone who's a specialist in the area of sexual assault. "Commit to it even when it gets too hard," Marnie says.

A great resource for survivors is the sexual violence organization [RAINN](#).

ABOUT MARNIE GRUNDMAN

Marnie is the author of [MISSING: A True Story of a Childhood Lost](#). She has been featured on over 100 major television and radio shows in Canada, the United States and Europe, including CP24, Breakfast Television, Global News, The Marilyn Denis Show, Young Justice, Here and Now CBC, NewsTalk 1010, and the National Association of Adult Survivors of Child Abuse. A child who belonged to no one, missing at the tender age of 13, she spent years living on the streets where she experienced the worst of humanity firsthand. Marnie has since become an advocate for the missing, working to change the perception of runaway children so they might finally get the help they desperately need. [Learn more about Marnie.](#)



Healing From a Sexless Marriage

So many women struggle with low desire.

They don't have time for sex, or even the energy. They love their partner, but they'd rather sleep than get sweaty.

But what if they're missing out on an *incredible* opportunity?

One that girls in their 20s will have to wait a LOOOONG time to enjoy?

Xanet Pailet had her own sexual awakening at 50 years of age, and the sex just keeps getting better. Before you say, "Well, her husband must be an *amazing* lover," you should know that Xanet is single. Back in her 40s, she left a sexless marriage. She had no idea how great sex could be until a chance meeting with a date she calls "Tantra Man."

Today, she's a sex and intimacy coach, Tantra teacher, sexological body worker, holistic pelvic care practitioner, and author. Her book [*Living an Orgasmic Life*](#) is an Amazon #1 bestseller and a must-read for ALL women.

Prioritizing pleasure is particularly important today, as women realize that they can (and should) say no to sex they don't feel comfortable with. Let Xanet inspire you with her vision of a world where feminine power is in each woman's hands.

- **Watch the interview:**
<https://youtu.be/Vf5nie2SFoQ>

Surviving a Sexless Marriage

“Most women haven’t really had very good sex—that’s a reality.”

Xanet was in her mid-forties when it all fell apart.

She and her husband seemed to have it all. Successful careers, beautiful children, a lovely home.

But they were sleeping in separate beds ... and had been for 15 years.

It didn’t bother Xanet at the time. She was actually relieved. Sex had been painful for some time. Once they had their second child, she was done.

But she didn’t realize the impact that decision would have on her marriage. “Gradually you just stop having sex,” she says, “and then you stop cuddling and kissing. The relationship really, *really* changes when you lose physical intimacy and the physical connection.”

At the time, she didn’t know what else to do. She felt a lot of shame around her sexuality due to medical issues. “When your body isn’t working, you just feel broken,” she says. “I felt like broken, like I was a worn-out tire that could not be repaired.”

She tried to talk about what was happening with her husband. But, she says, “if I brought it up, if we tried to have a conversation, if we tried after like a year to have sex ... it always ended up in tears and fights. So you get to a point where you’re just like, ‘Forget it. I just don’t want to deal with that.’”

The lack of physical intimacy was one of the things that ultimately broke up the marriage.

Xanet was single again. But she knew two things: she knew she wanted another relationship, and she knew she needed to sort this sex thing out.

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Tantra Man

She tried various medical options, but the turning point came when she met a man she nicknamed “Tantra Man.” He would change her life.

“I started dating and happened to meet this guy who had taken a Tantra workshop, and he introduced me to this whole different way to approach sexuality,” she says.

Xanet discovered Tantra, this “beautiful, very ancient spiritual practice. From a practical perspective, it’s a completely different approach to sexuality ... so much less goal-oriented and performance-based, and much more focused on really connecting with sensations in your body.”

Tantra enabled her to connect with her body and her sexuality for the first time.

“If you have a lot of anxiety, as I did, about pain, about orgasm—because I couldn’t have orgasms, either, of course: how can you have orgasms if you’re not aroused?—then just being in the moment and just being okay with whatever [you’re] feeling ... allows the whole body to relax, and **it’s that relaxation that allows arousal to actually happen for women.**”

She began to see how her low libido was connected to her less-than-satisfactory experiences of sex.

“I think part of the reason women don’t want to have sex is because they really haven’t had great sex,” she says.

Perhaps that’s one reason so many women stop having sex after menopause. Going though the change becomes an excuse to give up something that’s never been all that great in the first place.

But it doesn’t have to be that way. Menopause can improve a woman’s sex life, despite the hormonal flux. There’s no more risk of pregnancy, no more monthly cramps and bloating. “There’s a lot of ways in which women going through menopause and post-menopause are actually becoming much more empowered around their sexuality,” Xanet says.

If the idea of slowing down and having less goal-oriented sex sounds interesting, how do you get your partner on board?

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Talking With Your Partner

Xanet warns that “not everybody’s interested in it.”

But she’s found that many men are open to the idea of more sensual sex, because they also experience performance pressures as they age.

“Men also crave intimacy,” she adds. “Everybody craves intimacy, and they get that when they can slow things down and be really more present with themselves and with their partner.”

When the goal of sex shifts from achieving orgasm to giving and receiving pleasure, everyone wins.

“Most men are givers, and they really just want to please their partner,” Xanet says.

But connecting with your sexuality doesn’t require a partner. You can be single and still live an orgasmic life.

“I think every woman should be connecting with their own sexuality in a self-loving practice,” she says. “A lot of women really feel that loss of womanhood when they’re not connected to their sexuality.”

As you make time to explore your sensual side, you begin to tap into the life force energy inside you.

“A woman’s pelvic bowl is really the center of her creativity and her power,” Xanet says.

She explains it like this:

“If you do have an orgasm, you’re in a different state of mind. You feel better; you feel healthier. You feel more attractive. You feel like the world is your oyster, that you can have what you want, and you’re not afraid to go out and ask for it.”

Today, she helps women and couples NOT make the same mistakes she did in her own marriage.

UNLEASH YOUR Pleasure Power

Not only does she work with clients one-on-one in her private practice in San Francisco, but she also offers a 6-month online course for couples called “From Sexless to Sexy.” It’s “a coaching and counseling program to help people work through the blocks that prevent them from connecting with each other sexually.”

For women, she offers a 10-week program called “The Empowered Woman’s Guide to Orgasmic Bliss” that creates a safe place to explore sexuality and desires. [Find out more.](#)

If you’d like to learn more about Xanet’s personal journey, plus the specific techniques and practices she uses, don’t miss her Amazon bestseller [*Living an Orgasmic Life: Heal Yourself and Awaken Your Pleasure*](#).

ABOUT XANET PAILET

Xanet is a recovered NYC health care lawyer who lived in a sexless marriage for over two decades. After experiencing her own sexual healing and awakening, she transitioned her career into a full-time sex and intimacy coach. Xanet is a certified Somatica sex and intimacy coach, sexological body worker, holistic pelvic care practitioner, and Tantra educator as well as trauma trained in Somatic Experiencing. She offers 1:1 coaching and online group programs to empower women around their sexuality. [Find out how you can work with Xanet.](#)



UNLEASH YOUR Pleasure Power

99.9% of What You Learned about Female Pleasure is WRONG

Would you have a sexual relationship with someone, even if it wasn't very enjoyable?

Which matters more to you in bed: his pleasure or your pleasure?

How much do you know about your own female anatomy and how it works?

Those are questions that Dr. Laurie Mintz addresses in this YBTV interview.

Dr. Mintz is a professor at the University of Florida and the author of the must-read book [*Becoming Cliterate*](#). It's the kind of book that shakes up everything you thought you knew about your body. If sex has ever not been very good for you, you're not alone and you're not broken. Dr. Mintz offers simple ways to make intimacy work for you.

Get ready to find out why sex isn't always as good for women as it is for men—and how to change that. Join the revolution for pleasure equality! It all starts with *becoming cliterate*...

- **Watch the interview:**
<https://youtu.be/mzbRco2bBh8>

Who Has Better Sex?

“The clitoris has been lost and found, lost and found again over time, and my mission is to make sure it doesn't get lost again.”

Who has better sex: men or women?

It's a revolutionary question, especially when the answer is so stark.

UNLEASH YOUR Pleasure Power

Not only are men having better sex than women, but women are putting up with some pretty bad sex.

“About 30% of people are reporting pain at their last instance of penetrative sex without saying anything—without saying, ‘*Stop*,’” Dr. Laurie Mintz reports.

Why? Well, one reason is how we’re doing it.

“The average amount of time young people in heterosexual relationships spend before going right for the genitals is 5 minutes, and it generally takes us [women] a lot longer to get lubricated, warmed up [and] excited,” she says.

But there’s an even bigger issue. Why aren’t women saying anything when they’re uncomfortable during a sexual encounter? Is it because they’re going through with it for their partner’s sake ... and not prioritizing their own pleasure?

“We have to start thinking about sex not as something you do for men, but something we do for *ourselves* and that *we* enjoy and that *our pleasure* is important,” says Dr. Mintz.

It all starts with **closing the orgasm gap**.

The Orgasm Gap

“The orgasm gap, simply put, is the fact that during heterosexual sexual encounters, the men are having way more orgasms than the women are.”

Dr. Mintz cites a study that found that “91% of men versus 39% of women said they usually always orgasm during a sexual encounter.”

She’s done her own research that paints an even direr picture. In hookup sex, “55% of men versus 4% of women say they always orgasm.” She adds that “the gap gets better but doesn’t close in relationship sex, where it’s still about 3 male orgasms to every 1 female orgasm.”

UNLEASH YOUR Pleasure Power

Her aim is to educate women about their own sexual anatomy. Learning how your pleasure works helps you figure out what you need in bed and use that to guide your partner.

Those sex ed classes back in high school may have taught you information about your own body that's now outdated. "My students are shocked because they never learn about [the clitoris] in high school sex ed," Dr. Mintz says. "In the absence of good sex ed, they're relying on porn images of sex."

Young people don't always know that the way porn portrays sex is not how it works in real life. "Women are feeling like, '*Oh, that's not happening for me, I'm broken.*' I had one young woman tell me, '*I thought my vagina must be broken.*'"

That's why she believes we need to become *cliterate*.

Becoming Cliterate

Cliterate is "a play on *literate* and the *clitoris*," Dr. Mintz says. "Basically, what it means is we need to stop believing cultural lies about our bodies. And the biggest cultural lie that persist is that we should be able to orgasm from penetration alone."

This myth reflects the historical emphasis on male pleasure rather than female pleasure. "It's an overvaluing of men's most reliable route to orgasm—intercourse—and a devaluing of women's most reliable route to orgasm—clitoral stimulation."

96% of women need clitoral stimulation, and no wonder. "The clitoris is not just like a little magic button or nub; it's a vast internal organ ... full of erectile tissue," Dr. Mintz explains.

She continues, "If you think about the words we use for sex, we use *sex* and *intercourse* as if they were one and the same. We relegate everything before to foreplay, as if it were just a lead-up to the main event. Most importantly, we call our entire genitals the *vagina*, and, by doing so, we're linguistically erasing the part of ourselves that gives us the most pleasure."

This is why Dr. Mintz believes "we need a new sexual revolution for pleasure equality."

UNLEASH YOUR Pleasure Power

We need to view sex as a mutually pleasurable encounter between two consenting adults where both parties' pleasure is equally important."

What would be different for you if you genuinely believed "your pleasure is equally as important as your partner's pleasure"?

To find out, get your copy of [*Becoming Cliterate*](#) and join the revolution!

DR. LAURIE MINTZ

Dr. Mintz is a professor at the University of Florida, where she teaches "Psychology of Human Sexuality" to hundreds of undergraduate students each year. She's also a therapist and an author, with a blog on Psychology Today and two books, [*Becoming Cliterate*](#) and [*A Tired Woman's Guide to Passionate Sex*](#).

