

# **GET THE FIRST DATE...AND THE SECOND DATE**

**HOW TO INTRIGUE A WOMAN FROM THE BEGINNING, MAKE PLANS WITH  
HER AND MAKE SURE SHE CAN'T WAIT TO SEE YOU AGAIN**

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## HOW TO ARRANGE FIRST MEETINGS WITH A WOMAN

Here it is: I think men's dating and seduction advice in general focuses *way too much* on the pickup stage.

Don't get me wrong. *I get it*. If you don't actually *meet* women, then there's not much chance of anything else happening from there. Granted.

But the problem is that if we beg, borrow or steal just to get her number (or in the case of online dating, a response to our first e-mail), we may actually be mortgaging our ultimate success with women in the process.

The canned lines, cut/paste e-mails and whatever other means to the end we come up with can leave us asking, "Uh...what do I do next?" sooner than later in our budding relationships with the hotties we've just met.

And when that happens we don't exactly look confident or masculine.

What's more, we get nervous and uncomfortable, and she follows our lead.

Worst of all, she may even wonder who we *really are* under there. She may also ask herself why we feel compelled to hide our true selves behind tricks and techniques. Does doing that sort of thing demonstrate solid character? Not really.

When you get right down to it, if you're shortsighted enough to throw all your eggs in the pickup basket, you stand an excellent chance of getting *nowhere* beyond that.

Why? That would be because you've basically struck out when it comes to exhibiting the "big four" traits that ignite attraction in high

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quality women. Those are self-confidence, masculinity, ability to make a woman feel safe in your presence and high character.

And the *coup de grace*? You've managed to crater your chances with her *forever*...all within ten minutes of meeting her.

Ouch.

With all of this in mind, it's no wonder I get tons of messages from guys who report getting their fair share of numbers but can't seem to get a woman to actually *show up* in person for a first meeting (aka "first date", "Day 2", etc.)

Believe me, I've been there. It's frustrating stuff.

And it's easy to blame women for being so "flaky", isn't it?

But guess what? It might not be that women are all that "flaky" after all. It may be that *you've been leading them* in that direction, perhaps unwittingly. And women are hard-wired to follow a man's lead.

I realize this is a preposterous thought to entertain at first. But before you write me off as completely crazy, I invite you to consider a brand new and completely different strategy for increasing your take rate on first meetings.

After all, you can keep on doing what you've always done and keep on getting what you've always gotten...like every other Average Joe.

Or, you can handle things with a little more polish and style and outperform average guys when it comes to success with women.

What'll it be? Here are five steps to making sure that all important and highly-anticipated first meeting with a woman you are attracted to actually happens:

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## 1) Think A Few Chess Moves Ahead

I'll admit it. I can't sit still long enough to enjoy chess.

But I know this much: What separates a great chess player from all others is an ability to visualize what the board could conceivably look like several moves ahead.

By doing this, he is able to form his next move with a greater eventual goal in sight...perhaps even without his opponent realizing the depth of his strategy until it's too late.

Now it's not like we're trying to ensnare women into being checkmated here, of course, but you get the idea.

Instead of approaching a woman with tunnel vision focused on getting her number (or simply not getting rejected), try opening your mind to the bigger picture.

Adopt the mindset that the approach, the conversation and even getting her number don't equal success in and of themselves. Treat any first conversation with a woman as just that—a mere conversation rather than a competition that might result in either a win (her number) or a loss (rejection). That will get you on the right track, even as most other guys are already derailed.

A common mistake men tend to make is to pre-approve women as somehow worthy of their attention upon first sight. Anything could happen after you actually meet her and talk to her that might cause you to say, "thanks, but no thanks". As such, when you meet a woman you should be in evaluation mode rather than trying to earn her approval.

This will give you a clearer head at the very moment when most men lose theirs...at the beginning of the interaction. By taking a wait and see attitude up front, you can free yourself to be in total control of the conversation.

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From there you can think clearly in terms of possibly looking ahead to a successful first meeting and eventually calling your own shot with regard to continuing the relationship or not. This simple mind shift will cause your entire interaction with any woman to flow more smoothly, working wonders from minute one.

## 2) Her Comfort Is Everything

If you are worried about being rejected, worried about saying the wrong thing, worried she has a boyfriend and/or worried about *anything* else when meeting a woman don't be surprised if she's equally worried herself.

Remember always, the truth is that women will follow your lead.

If you aren't creepy, aggressive or otherwise threatening most women will be *perfectly friendly* to you. And if on the off chance one is *not* friendly even in the face of you being reasonable and personable, then I'd say you've dodged a bullet by not associating with her further.

Nonetheless, some guys experience a very real pattern of rather harsh rejection from women.

Believe me, I hear from guys all the time who are confused about their consistent failure to make first dates happen—and they *blame women* for it.

But the reality is that they've almost always been presenting themselves to women in a way that causes discomfort to them.

The truth is, if she's not comfortable with you, *she's not going out with you*.

She simply will not be willing to be alone with you, even in a well-lit public area.

Very often, the cure is to stop being so self-absorbed. Let go of your own discomfort over the potential bad things that could happen to *you* in a pickup situation, and instead wake up to considering what will make *her* feel more comfortable in your presence.

Most women actually love it when a calm, casual guy boldly (but respectfully) engages them in conversation.

By the way, you are not automatically a threatening, creepy weirdo simply because you are a man, so there should be no need to worry about that either.

You are only a threatening, creepy weirdo when you're threatening, creepy or weird.

And if you're not normally that way, it's only going to come off as such if you're too wadded up in your own fears and insecurities to pay attention to the situation at hand.

### **3) Be Clear About Your Intentions, But Choose Your Words Carefully**

Okay, now we get to the part that you might especially appreciate if you often find yourself striking up great conversations with women, but are soon left wondering "what happened?"

Basically, we've got to keep in mind that women all over the world (even in the US, Canada and the UK, gentlemen) really do want to meet guys, spend time with them and be happy.

But all too often, we instead talk them out of going out with us before they've even had a chance to draw their own conclusions.

It's okay that you want to see her again. It's also okay that you're attracted to her.

In fact, she instinctively knows both of those facts about you already. It's nearly always the case that men approach women because they're at least potentially interested, and women are well aware of that.

So get on with it, already. *It's time to get her number.* Otherwise, she's not going to give it to you out of the blue. That you can bet on at least nine times out of ten.

By the way, the probability is that she's not going to send you an overt signal that you should move the interaction forward, in case you're wondering. She wants you to *lead*. Leadership is a major component of masculine presence, and it literally turns women on. As such, it's easy to understand why women will go out of their way to make sure you take the lead.

So stop shying away from all of this. After all, the truth is that if you wimp out she'll likely know *exactly* what the deal is. She'll fully realize you lacked the guts.

And if on the off chance she doesn't figure that out, she'll feel rejected herself...as if *she's the one* who messed up. I'm sure you don't want to make a woman you're genuinely attracted to feel that way.

The secret to success sounds so basic, doesn't it? But in the real world, assuming a guy even has the guts to get a woman's number he quickly ducks out immediately upon getting it, thinking he's "quitting while he's ahead".

You don't want her *number*...you want *her*. Consider that thought for a second.

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If you've ever been in sales before, think of it this way: You don't want a *lead*...you want a *sale*.

Commissions are way different than human beings, of course. But weirdly, the analogy sort of applies, doesn't it?

So let her know you would like to continue talking to her when you have more time. Tell her to give you her number and enter it into your phone right then and there. If you'd like to call her phone or send her a quick text to verify that you got her number right, then so be it. That's a great idea, and we'll cover it more in the next section.

But importantly, don't simply get her number. *Make it clear to her that you want to see her again.*

You want to be bold, but not overbearing. And here are the three magic words to get that done: "Let's make plans."

You don't have to come right out with a pressure-packed question like, for example, "Uh...would you like to go out on a date?" Similarly, you don't have to euphemize the issue either by perhaps saying, "Let's hang out sometime."

Nope. "Let's make plans" is the world's smoothest way to articulate exactly what you are up to, all in a distinctly masculine and confident manner.

And yes, you can wait until you talk to her on the phone to make the actual plans themselves. Get a better feel for what she's like and what she's interested in. That way you'll be sure to plan a meeting with her that will make her feel as if you've read her mind.

It's important to note that I have not once suggested *asking* her anything. You're not *asking* for her number or *asking* to see her again. Rather, you're making *bold suggestions* that are easy for her to follow along with. Granted, she has the right of refusal

every step of the way. But bold leadership really does work in your favor at all times.

#### 4) Set Expectations

Sure, you've actually got to get her number. But what most guys forget to do is objectively *tell her* what they plan to do with her number.

As we've just noted above, lots of guys bail out immediately after "getting the digits". But the reality is that they're only setting themselves up for failure going forward.

When you get her number, *tell her* you're going to call her. And tell her *when* so she'll know to answer the phone.

That way, you'll demonstrate the very masculine trait of having a plan, even as you show you're confident enough to expect her to want to talk to you when you call.

And yes, it's perfectly okay to give her the logistics necessary to ensure you won't keep missing each other and playing "phone tag". You've already charmed her, so don't be afraid to cover necessary details like scheduling. I promise it won't ruin the "movie moment" or your "mojo". She understands.

In case you haven't read between the lines here, you really can free yourself from feeling like you need to send some "hit and run" text the customary three days later.

And indeed, you really should avoid sending some random text message—all because you have no idea what you'd say were she to actually answer the phone and/or because you fear she won't have an erase/re-record function on her voicemail.

Furthermore, since you are a confident, masculine man you don't have to worry about looking needy because you *aren't* needy. Did you know that it's nearly impossible to fake neediness and/or desperation if you *really aren't* needy or desperate? It's 100% true.

In all seriousness, *ye olde* "Three Day Rule" is rather worthless. At best, it only serves to help desperate guys postpone coming off as such for three days.

So, assuming you really have to get up early the next morning and it's going to be a long day, tell her you'll call her the following night. Sometime around mid-evening, maybe.

She's a normal, red-blooded human being. If you've made it this far there's a pretty good chance she'll be excited to hear from you when you call. So then, why *shouldn't* the first step be to let her know when she might expect to be ready to answer the phone?

Additionally, most guys tend to get a woman's number without giving her theirs. This is a mistake with potentially disastrous effects. After all, if you don't let her know which number to expect a call from, all you are is an unknown phone number at a random time...unless you man up and set expectations appropriately.

The best-case scenario is to enter your number *and* your name in her phone for her yourself.

## **5) Follow Up And Execute On Your Plan**

Now here's the simplest (but not necessarily the easiest) part: *Actually do what you said you'd do.*

If you were smart, when setting expectations you told her that you value women with integrity and that you won't be playing any games.

You've also told her that you look forward to talking to her more and had the presence of mind to make sure she plans on being available at the time you're going to call her.

We call all of that "flake proofing" around here.

So you call her when you said you would, and you *make plans* like you said you would.

You tell her when you'd like to meet with her. You tell her you believe that it's the man's responsibility to pick a woman up and bring her home safely, but you respect the fact that the two of you are just getting to know each other so if she'd like to meet you at the appointed place and time that's fine.

That attention to her comfort and sense of security might make her melt on the spot. No matter what, she'll tell you what she's comfortable with. And yes, she'll be comfortable with her choice—all because you set the tone properly.

If she can't make it when you suggest, she may offer a different time. Then again, she may not have that dating skill figured out yet. After all, she's *human*, remember?

If she *doesn't* suggest a time when she is available, suggest a second one for her. If she can't make that one, then you have two choices.

First, you can assume she's uninterested and hang up. After all, that's what some pickup artists would tell you to do.

Or, you can sack up and remember you aren't desperate. Rather, you're a man who knows how to get what he wants and make things happen.

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Obviously, the latter is the more effective choice.

You can say that she clearly sounds like a busy woman, and that can only mean that she *really* needs to get out of the house. Have her suggest *two times* that will indeed work for her. One will likely work for you.

Then, regardless of the outcome get over yourself. Your options were either to proceed in that manner or voluntarily cancel your own chances.

Oftentimes women have been taught the same tactics you've been taught and are therefore thinking exactly what you're thinking: "don't be too available".

Someone's got to break the stalemate, and you can *lead* by breaking it in the way I just suggested. When you do, you'll come off as even more of a real man to a woman...*in exactly the way she defines masculinity.*

You've led in a way that shows you know what you want and how to get it, all the while respecting her *and* remaining unfazed.

Money.

Truth be told, there's no foolproof way to get a first date with a woman. Anything can happen between when you first approach her and when you actually get around to meeting alone together.

But given most situations where it's unreasonable to "make plans" on the spot and take her with you to another venue at that very moment, what I've just shared is a far more solid plan than what most guys consciously bring to the table.

The key word there is "conscious". Look alive out there, and give yourself a clear advantage.

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In the next part we'll talk all about acing your first meeting with a woman, all but ensuring that you have the option available to you of seeing her again.

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## HOW TO MAKE SURE THE SECOND DATE HAPPENS

In the previous section I revealed five practical steps for making sure phone numbers turn into actual first meetings.

After all, even though so much pickup teaching out there focuses on getting the number, you can't really count yourself as enjoying *real* success with women unless, well...you're enjoying the company of *real* women. In *real life*.

But I'd argue that simply getting to that first meeting isn't what it's all about either. In order to truly be the [chooser rather than the chaser](#), it has to be *you* who decides whether the second date (and I'd say it's fine to call it a "date" at this point) happens or not.

And for that to be the case, of course, you've got to make sure she is flat-out thrilled by you and literally *can't wait* to see you again.

Here are five keys to quarterbacking a first meeting with a woman that *dramatically* increase your odds of everything working out in your favor:

### 1) Have A Plan

By this I mean slightly more than simply not "winging it". Obviously any non-strategy is a loser.

I'm also talking about coming up with something more creative than a Netflix night here.

Your plan doesn't have to be expensive. In fact, dropping a bunch of cash on fancy dinners, etc. during first meetings can actually backfire on you, creating a high-pressure situation that makes her

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feel as if she can't live up to your expectations or that some sort of sexual "payback" is going to be expected later. Creepy.

But you *do* have to do your homework and set up a plan that maximizes interaction between the two of you while minimizing pressure and stress.

If you've become a master of your metro area and are familiar with a variety of great venues for first meetings, this should be no problem. At the very least, you can keep your eye on the city event calendar and begin training your mind now to develop that running list of great places to potentially take a woman.

Dinner and a movie is nearly always a bad idea. Not only does it lack creativity, dinner dates can get costly very quickly, create unwanted pressure and open up the possibility for spills and other messy *faux pas*.

Worse, movie theatres only offer you the opportunity to sit next to each other quietly in the dark. What you need is time to openly interact and get to know each other.

Therefore, do the research necessary to discover places where you can walk around and talk, preferably for free or at relatively low cost...therefore without putting financial pressure on the date.

And when you discover winning combos, definitely recycle them. It's okay, I promise. The next woman you take out won't know you've taken another woman there unless you tell her yourself.

You can even get to know the management at preferred venues personally so that you get the red carpet treatment as a regular customer whenever you show up there, especially when you're with a woman.

## 2) Self-Preparation

Let's face it, it's a good idea to bring your "A game" to a first meeting.

This means you've got to *get ready* for it.

In the physical sense, this means showing up clean and with fresh breath, of course.

So going directly from a long day at work to a "happy hour" meeting with a woman is probably not the best idea.

After all, if that's what's going on you probably didn't even get a chance to change out of your company logo polo shirt and into some more stylish threads. Big mistake.

But you've also got to prepare yourself mentally and emotionally.

Another great reason not to schedule first meetings right after work is that you'll likely need some time to "decompress", lest you carry the stresses of the workplace with you into the evening.

So plan first meetings with women such that you can make at least a quick stop off at home beforehand. If you can mix in a workout also, that's great. You'll feel better when you meet her afterwards.

If at all possible, be sure to plan ahead and get a decent night's sleep as well so you won't be sluggish and/or cranky.

And for sure, be extra careful not to confuse "preparation" with "obsession". Clear your mind of negative thoughts and worry. Visualize yourself having a great time with a great woman. Play the music that puts you in the right mood on the way to see her.

### 3) The Low Pressure Greeting

One of the most potentially awkward moments of a first meeting is right at the beginning, when you're greeting each other.

I'm often asked whether a guy should shake a woman's hand or hug her when he first meets her, especially if he's met her online and they've literally never even seen each other before.

Well, the simple answer is "no".

That's right. You don't have to even *make* that decision. If you've met online and have never seen each other before, simply say, "You must be [name]. Glad you're here. Let's grab a seat."

Now granted, if she lunges at you wanting a big bear hug or something, roll with it. Don't treat the poor chick like she's got cooties for the sake of "procedure".

But that said, were she to hold out her hand, I'd make some light joke about welcoming her to the "board meeting" while shaking it. With a smile, of course.

Don't passively allow that all-important first impression to set the precedent that your relationship with her is going to be business-like, and therefore purely platonic.

There will be plenty of time for touchy-feelie stuff after you've succeeded at attracting her and making her feel comfortable in your presence (which *could* be as soon as later on in that very first meeting).

So show patience and charm rather than the needy tendencies of a Chihuahua that hasn't been fed enough lately. There's no need to mortgage the future.

Forget what you've heard about "kino escalation" or other similar techniques. She's a human being just like you, and she most likely can't stand hard-sell tactics.

By being a "big four" man instead you'll ignite her femininity soon enough, and her desire to touch you and be touched by you along with it.

In the end, it will be *who you are* rather than what you do that makes her hot for you. It's all about *being* rather than *doing*. You can relax in that notion.

It *never hurts* to position yourself as the prize, does it?

#### **4) Kick Off The "Comfort Conversation"**

What's one of the most dreaded first meeting scenarios? Well, next to drawing a blank about what to say at all and the associated awkward silences, it's got to be that ridiculous but seemingly inevitable stream of interview questions.

I'll tell you straight-up, if you don't lead the conversation proactively yourself—and as quickly as possible—that's exactly where she's likely to go if left to her own devices.

Seriously, it's a lot more productive (and way more fun, frankly) to figure out if the two of you even *get along* during a first meeting than it is to delve into religion, politics and/or family planning. Believe me.

So what's a brother to do? You've got to talk about *something* with her, right?

Here's the simple solution. Pay attention to what's going on in the world or even listen to the talk radio station (not to be confused

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with the sports talk station) while on the way to meet her. Make mental notes of what might spark interesting conversation.

You can even check out the front page of Yahoo beforehand. Look for potentially interesting (read: not techie or sports oriented) human interest topics. Go ahead and skip past any political or really tragic news also.

Then, as soon as the two of you get settled in wherever you are jump right into the conversation topic of your choice, asking her if she's heard about it or what she thinks about it.

Ten minutes later you'll likely hear her say something to the effect of, "Wow...I've only known you for ten minutes but it seems like we've known each other for *ten years!*" That will have been exactly the desired result of your diligent preparation.

If she's comfortable with you, you've created the quintessentially perfect environment for creating attraction. And that's easily half the battle. Really.

## 5) Create "Flirtation Space"

So what's even worse than enduring the dreaded interview questions?

That would be when things degenerate from feeling like an interview to *really* seeming like a board meeting...handshake or not.

In other words, the two of you spend the *entire time* talking about the weather and other inert or flat-out lame-o topics.

Look gentlemen, neither one of you are there because you're looking forward to a platonic friendship. Both of you are hoping that there's a spark of attraction, right?

The greatest gift you can give yourself on a first meeting is to realize that women actually *like* to flirt.

And all flirting really entails is any conversation or activity that would feel seriously wrong if directed at someone of the gender you're not sexually interested in.

*That's all there is to it.*

But complicating matters is the fact that most of us as guys are pretty much paranoid of scaring or even "oppressing" women with overbearing sexuality. We've basically been trained to believe that the Sexual Harassment Police is lurking behind every corner.

Well, if you relax, avoid crowding her 18" airspace and keep things more playful than overtly sexual for now, I can all but guarantee she'll be having a great time sooner than later.

I call this unbeatable combination of flirtation and attention to her comfort level "creating flirtation space".

Yes, you definitely should bring up light subjects at first to kick off the socialization.

But as she feels comfortable with you, you can tease and banter a bit, generally making it a point to loosen up. Enjoy the fact she's a woman and make sure she knows she's with a man who might be both interesting and interested.

Contrast all of this with talking about death and destruction, punctuating every sentence with "my precious", making weird slurping noises between breaths and/or staring at her for two full minutes at a time without blinking. I think you get the point.

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It also helps to understand the difference between “showing potential interest” and “pre-approving her goddess-like perfection”. Consider yourself the “chooser” rather than the “chaser” at all times and I promise you’ll be way ahead of 99% of the other guys she’s spent time with lately.

Ultimately, it comes down to this: Unless you want a permanent address in the “Just Be Friends Zone” zip code, you’re going to have to show up to a first meeting with your masculinity intact.

When you conduct a first meeting as described, you won’t ever need some sort of special line or tactic to make sure she agrees to a second date.

In fact, what will likely happen is that she’ll start dropping hints on her own, saying things like, “I’ll have to bring pictures of that the next time we see each other.”

When it’s time to part ways, you simply make the call as to whether or not to see her again.

If you would like to, tell her so. Then call her when you say you will. There’s no game playing necessary because there’s no neediness or desperation involved that you feel you must somehow attempt to camouflage.

And if you find that you’re no longer interested, don’t lie to her by telling her you’ll call her when you have no intention to. Show some character instead.

You can tell her the truth without creating unnecessary awkwardness by telling her that you enjoyed meeting her, but you don’t believe the two of you are a match. Tell her you’re sure there’s another guy out there who will appreciate her immensely, and wish her well. This validates her and leaves her with good feeling about herself and about you. Nice.

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But assuming the two of you got along tremendously well, here's another point to consider.

You may have read elsewhere that it's necessary to end first meetings quickly so as to "leave her wanting more". Although that's not a bad strategy, I've come to realize it's not a *necessary* one, as long as you've successfully inspired her to believe she *can't get enough* of you.

If you've got that going on, why end the fun?

Personally, I've been on at least one first meeting that lasted a full seventy-two hours. *That's three days straight.* And yes, there were *many more* meetings after that.

To close this section, here's a final note that's of critical importance.

Once you hold the ability to decide for or against the second date you will almost certainly retain control over the destiny of the relationship in general, provided you keep doing what you've already been doing to attract her and hold her interest.

In other words, you'll ultimately have the ability to decide whether or not to make a woman you're on a second date with your girlfriend. The timeline for making that move toward exclusivity will largely be up to you as well, although definitely be aware that the more you charm her the sooner she'll typically start bringing the issue up herself.

## EPILOGUE

**T**he “big four” man is confident, masculine, knows how to make a woman feel safe and secure in his presence and exudes character. When you put into practice what you’ve just discovered in this report, you are well on your way to being that high quality man in the eyes of adoring women everywhere, and inviting the girlfriend of your dreams into your life.

I sincerely trust that you’ve enjoyed this brief e-booklet and will now begin to see a brave new landscape of wild success with women unfold before you on the open road ahead.

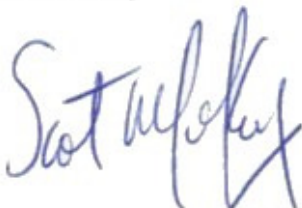
There’s no doubt that actually meeting interesting women really does involve tremendous courage. It’s certainly not beginner level stuff, as evidenced by the fact that hardly any men in this day and age can successfully pull it off with any consistency. Most really do wimp out.

But it sure is fun when you make the decision to go for it. And it’s well worth the effort.

Much of the time, our fear of approaching women and making plans with them comes from a combination of not having the right plan and simply not understanding what’s going on in a woman’s mind.

I’ve given you a solid roadmap for having that plan of action in this report. From there, all there is to remember is that most women really do want to meet you...you’re not “bothering” them by doing so.

Be Good,



Scot McKay

X & Y COMMUNICATIONS

Contact Scot McKay: [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com)

Make Women Want To Do Anything For You: <http://www.female-persuasion.com/subscribers>

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## COACHING SESSIONS

If you would like to take what you've learned in this book and run with it all the way to meeting the woman of your dreams, I'm here for you. Just one coaching session with me can improve your fortunes with women beyond your expectations, all without waiting even another day.

Get personalized, 1-on-1 training toward becoming one of the few men who deserves what he wants and knows how to go about getting it. Drop me a note at [scot@deservewhatyouwant.com](mailto:scot@deservewhatyouwant.com) or visit <http://www.dating-coaches.com> for more information.

## 50% OFF MY FIRST BOOK *DESERVE WHAT YOU WANT*

Are you sick of waiting around for someone to “just come along” or for a relationship to “happen when you least expect it”? Discover the secrets to attracting the woman of your dreams. Never, ever settle...ever again. Deserve what you want.

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Be sure to enter the code **full50** under the “Coupon Code” field when you order and click “Recalculate” to receive your 50% discount as a reader of this special report.

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How about a few more good reads on getting better with women? All of my bestselling books on Amazon are jam-packed with solid information, come with special bonuses and (best of all) won't break the bank. Here's where you can find them all in one place:

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By the way, you can also click the “Look Inside” tab on each book’s Amazon page and gain access to *yet another* free special report.

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## ABOUT THE AUTHOR



**S**cot McKay graduated from Messiah College in Grantham, PA in 1988 with a Bachelor of Arts in Education. From there, he did graduate work in psychology and counseling while working as an intervention specialist for "at risk" kids in Yuma, AZ.

After a difficult divorce years later, Scot heard from virtually everyone that "it wasn't his fault" and that "there was nothing he could have done" to have been a better husband. Not accepting a victim's mindset, he adopted an attitude of continuous research into exactly what it is that attracts men and women to one another, and--more importantly--what keeps them together for years.

In other words, what exactly *is* a "healthy" relationship, and what makes it happen?

This research has been ongoing for over ten years to date, and has literally been a life-changer for him—going from divorced and alone to married to the woman of his dreams during that span.

The findings have been so profound and meaningful that Scot launched X & Y Communications in 2005 after a successful management career in the IT world. These days he's a three-time #1 bestselling author on Amazon.com and reaches over a quarter million people globally.

Scot lives in San Antonio, TX with his wife Emily, four children (David, Danielle, Scot Jr. and Sarah) and a hairless terrier called Gracie.

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## **ABOUT X & Y COMMUNICATIONS**

**X** & Y Communications LLC was founded by Scot McKay in 2005.

Our organization exists entirely to help you become the best you can be when it comes to dating and relationships--without having to learn to do things the "hard way".

It doesn't matter if you are young or old, as yet unmarried, married, divorced or widowed. X & Y Communications can help you maximize your success in preparing for and eventually realizing the ultimate in relationships with a significant other.

True to what you've seen demonstrated in this book, we publish free newsletters containing straight talk about the most creative subjects, somehow encompassing character-based principles while being neither too shy nor too judgmental to hit the important things head on.

The stuff you've heard a million times isn't rehashed around here. Enjoy!

**Sign up for the free newsletter:**

<http://www.deservewhatyouwant.com>

**Check out Scot's popular program Female Persuasion:**

<http://www.female-persuasion.com/subscribers>

**The Chick Whisperer Podcast series is available here:**

<http://www.x-net-media.com>

**Maximize online dating potential with:**

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