

Sugar Brother - SFTS55

Scot McKay: You're listening to Snippets from the Summit with your host, Scot McKay. Ah, ah. How's it going, gentlemen? My name is Scot McKay coming at you again with another snippet from the Summit as part of the Mountaintop podcast from X and Y Communications. The perhaps provocative title of today's snippet is Sugar Brother. And I'm going to hit the ground running here with an explanation of exactly what I'm talking about. Essentially, sugar brother is a combination of two very, very well known situations in the world of men's dating advice. The first one is sugar daddy, which is a very transactional relationship. Some people call it an arrangements, which is kind of a euphemism. There are even arrangement sites out there, right, to help facilitate these sort of connections between people who are so inclined. Now, in this situation of being a sugar daddy, typically an older guy who's pretty established will pay a younger woman essentially for sex. It's legalized prostitution. He'll cover her college bill, buy her a car, or perhaps even something as simple as a new set of tires for her particular car she drives already. In exchange, she offers sexual favors. At least that's the classic version of being a sugar daddy. Now, the concept of sugar brother, which I'm coining here today, perhaps for the first time ever, is a combination of that concept with the dreaded just befriend zone. As in, oh, you're like a brother to me. So who is this sugar brother, right? Well, a sugar brother is a guy who is doing things for a woman, paying her way, letting her manipulate him financially or to help her move, et cetera, et cetera, right? He's providing her some value and, well, not getting the sexual favors in return. So why would any guy, given he's coming from a transactional mindset to begin with, put up with such a thing? Well, here's how the manipulation tends to work. First of all, the girl is most likely very hot, very sexy, and comes off very charming. It's not unlike a narcissistic manipulation. And indeed, the woman may be a total narcissist, or she could indeed just be looking to have one problem solved in her life by a guy who can

give her money or give her resources or help her move furniture, whatever, right? So sugar brother, perhaps, you know, hitting a little bit of a dry spell with women nowadays, agrees to the request, if not demands, of the, well, sugar sister, right, and what does he get? He gets some attention from her. She makes him feel good, she says nice things, but it's purely platonic. And if and when he ever dares to talk about something sexual potentially happening between them, she responds with the perfect explanation of why it's not happening. And perhaps he should wait around. She's just coming off a, tough breakup and she's just not ready to date again. Or she's been sexually hurt in the past, which, you know, could be legitimate, but if it's used specifically by a sugar sister to manipulate a sugar brother, well, then that's no good now is it? Right? Or it could be, well, you know, in my culture, we don't have sex until we get to know each other. She could say things like, well, I am a total demisexual and I only get sexually attracted once I have a deep connection with someone and hey, we're headed in that direction. Well, insofar as there's any truth to those explanations, it would require the guy to have perhaps superhuman patience all the while as he's indeed doing a whole lot of heavy lifting. Perhaps literally, if he's helping her move right, or opening his wallet and paying her way in hopes on getting some kind of ROI in the future from that investment, well, it may or may not ever happen. And in the case of a sugar brother, sugar sister arrangement, you know what? Over the course of time I've been a dating relationship consultant for you guys. I don't think I've ever seen it happen where the guy and the gal finally got together and had a boyfriend girlfriend relationship. Now, if it seems to you like a guy would have to be super gullible to become a sugar brother, not so fast. Check yourself. A lot of times women can have this siren like effect on men where they really have sufficient enoughure to, well, lure a guy into that relationship relationship on the promise of something happening in the future. And guess what? It's usually not sugar sister's first rodeo at this. She's probably honed her skills and gotten really good at it by the time she hits. Well, legal adulthood. So, guys, check yourself. It's easier to fall into

this particular trap than you think. And even though it's not like we should be pressuring

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Scot McKay: women for sex or thinking that if we take a woman out to roost Chris Steakhouse, she owes us a blowjob or anything like that, we should move away from all things transactional is well documented in this podcast and in my writings. That's my firm opinion on the subject. Even though the world seems to be moving in the opposite direction. It's all about depth with relationships with women. And that may mean that sex doesn't happen immediately, but at least there's a good faith effort to build rapport, to build trust, to get to know each other. And you know, you're moving along, you're holding hands, you're kissing, you are behaving like at least a potentially romantic couple instead of one person paying for the other person's way, doing all the favors and really getting nothing but empty promises in return. That's the sugar brother, sugar sister phenomenon that we as guys need to know about. Be vigilant towards and not fall into that trap. Want to talk about this or anything else? Scott mountaintoppodcast.com. be good out there. As always, visit mountaintoppodcast.com for more U.

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