

# Masculine Maximizer RESTORED

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The Male Sex Drive as the Horn of  
Plenty

Matt Cook

Daily Medical Discoveries

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# Chapter One

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## A high sex drive is linked with wealth and sexual abundance

### **Sex for an hour or more, twice a day**

**T**his book is about showing you how to get everything you want in life, by harnessing the male sex drive in a unique way.

You will have a permanently high libido.

You will have as large a penis as possible. (Mine grew an inch longer and quite a bit fatter)

And in your life, you will be the "big swinging dick" so memorably described by Tom Wolfe in his book, *Bonfire of the Vanities...* and memorialized in *Liar's Poker* by Michael Lewis.

I know it seems outrageous and impossible.

But actually, it is inevitable. As night follows day. When you use the method in this book, you are a Maximizer, and life begins to align in a way you want it to, both sexually and materially, even spiritually.

I'll use Alfred as a case study. All case studies are based upon real people. I've coached over 80,000 men, and I just change the personal details for privacy.

Alfred was 61 when I started working with him...he was in a "messy divorce" and lost his job. There were plenty of other jobs, and he was actively interviewing.

"Matt, I don't feel like myself anymore," he said. "I am tired all the time. I'm in and out of the doctor's office. My erections are non-existent lately. I'm so stressed."

We began working together and over time, his entire life changed. He began getting good erections. He met another woman and he went from \$60,000 a year to \$350,000 a year.

And his life changed from drudgery to several HOURS of pleasure literally every single day.

This transformation is common with men who use my Maximizer formula. And for the first time ever, I'm showing you the ENTIRE formula, step by step, nothing held back.

1. How to have amazing sex for 30 or 60 minutes, every day or several times a day. Works whether you are single, or in a relationship, straight, bi or gay, doesn't matter.
2. How to begin experiencing waves of orgasms lasting an hour or more, as often as you want, even several times a day. I'm talking about 50 – 200 orgasms in an hour....
3. How to be able to have an ejaculatory orgasm, and in 15 minutes be more than ready to go again — even if you are

in your 60s, 70s or 80s.

but most importantly:

4. how to channel your sex drive into life automatically bringing you everything you desire — the universe, God, aligns with your goals and your dreams, to bring them alive.

The essence of being a Masculine Maximizer is using a very high sex drive to get everything you want in life — to have abundance in spiritual, material, sexual and all other realms.

I know it sounds nuts — but I've realized all this and much more — and so have thousands of men who have tested some of the methods in this book.

And for the first time ever, I'm presenting the complete Masculine Maximizer system, so you can become the man you always wanted to be.

And it's all stemming from growing and enhancing and expanding the male sex drive.

It sounds crazy, doesn't it?

Because the male sex drive is supposedly just about, well, sex.

But it's not actually just about sex.

## **The male sex drive is the source of all wealth in modern civilization**

Look at the achievements of mankind, just the word "man" in "mankind." — pyramids, Great Wall of China, the internet, the cell phone, the automobile...

...all created by men and powered by the male sex drive...

...men built almost everything we enjoy today...men engineered and developed almost every building, every technology, almost every

idea of the modern world... almost all the books... almost every major scientific and creative discovery.

Men developed and invented practically EVERYTHING.

Men were developing what we take for granted in the modern world while women were having babies and raising families.

You may not like me saying this. You may say that my views are sexist.

And of course, they are sexist. Very much so. But that doesn't make them inaccurate. They are totally accurate.

So the question now is —

## **Why have men accomplished so much?**

I hope I've convinced you of the truth — that the modern world was created by men.

Now, the question is, why men and not women?

It's simple Women and men contribute equally — but differently.

Historically women had to maintain the inner realm, raise the babies, clean the home, do the cooking.

Since women were busy with home and hearth, they were not available to create, invent and produce.

It's not women's fault.

We needed women to stay home, tend to the nest and the babies and cultivate and maintain the household.

While men went out to hunt, and eventually, to build, discover, write, and create.

This is known as the division of labor.

But men were never quite happy. When they had enough to eat, and when there was peace, they became dissatisfied with what they had. They wanted more.

The famous economist Ludwig von Mises put it this way:

Under capitalism the common man enjoys amenities which in ages gone by were unknown and therefore inaccessible even to the richest people.

But, of course, these motorcars, television sets and refrigerators do not make a man happy.

In the instant in which he acquires them, he may feel happier than he did before. But as soon as some of his wishes are satisfied, new wishes spring up.

Such is human nature.<sup>1</sup>

It is human nature to always want more. And it is the male sex drive that makes more happen.

It is the male sex drive that is responsible for **everything** we have today.

Men with a stronger libido accomplish everything.

And low testosterone men are less likely to achieve. This study shows how men with lower testosterone are more group-oriented and less likely to strike out on their own and invent and produce something creative.

## When are low testosterone levels advantageous? The moderating role of individual versus intergroup competition

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<https://www.sciencedirect.com/science/article/abs/pii/S0018506X09000890>

I believe that the male sex drive is the key to everything we've ever accomplished...

...so if that's true, why aren't we celebrating the male sex drive?

Instead, there has been a complete and total abandonment of the idea of masculinity and being a man. Being a man and being masculine is regarded as destructive and toxic now.

But...

...that's all changed, as far as you are concerned...you are now a Maximizer.

*[from one of my students]*

Matt, we are having nirvana sex every morning and my erections are getting better and harder every day. My relationship with my wife is going thru the roof.

Thanks for changing our life.

Let me get personal here.



My name is Matt Cook and I'm a sex and health researcher. This book is the result of 25 years of research, and 80,000 men I've worked with, among my 700,000 subscribers.

It begins with a journey I personally have had to take — from total erectile dysfunction, to the point today where I have sex with my wife twice a day for an hour or more.

And even if I'm alone, I experience waves of orgasms, wave after wave, for as long as I want, without ejaculating and ending the fun.

And it's been over the past few years that I've realized how my sex drive, my libido, has never been higher — and at the same time, when my libido is high, I am able to experience the universe as aligned with my goals.

I am not here to brag.

Before I started this journey, I owed \$220,000 on credit cards. My debts were like that frost that never disappears in the Arctic — permafrost. Except this was permafrost.



*This is the view from my place on the beach. I wake up to this every day, and the birds, the dolphins, it is fantastic.*

Now I live at the beach. Sometimes.

When I do, I walk on the beach every day, sharing it with the beautiful shore birds and pretty young women and older folks who are fun to talk to.

I also have a home in one of the best areas in the world, where I can walk outside and literally do anything by just strolling over. Haircut, groceries, shows, restaurants — you name it.

I have two fine cars including a twin turbo, and I live the life that most people only dream of.

My daughter went to college fully paid, no debt.

We personally have no debt and have a significant net worth so that if something happened, we could and would be comfortable, regardless.

Again, I'm not saying this to brag, but because I believe with 100% of my being that it's my system, the Masculine Maximizer, that deserves all the credit.

That's the best way I can put it...the Masculine Maximizer is fully responsible for my success.

## **When You are a Maximizer, the Universe Tries to Help You Get What You Want**

To cut to the chase: my new found high libido, my massively pleasurable waves of orgasms gets me everything I want in this world. Without really trying.

It's like the universe unfolds in my favor just by virtue of my abundant sex life.

And this isn't just working for just me. It works for every man I've taught this to.

I can take a guy who is lost...

...he has a big belly, type 2 diabetes, poor erections, no partner...

...and in short order, the same man is now having daily intimacy with a romantic partner of his dreams, and he's achieving a level of material abundance he never dreamed possible.

I've had hundreds, thousands of men report results like this.  
For instance, let Stuart tell you about his success in his own words.

love what you've done to my life Matt. love your programs as I continue to see improvements. I had sex with my wife last night for 30 minutes and again this morning for 30 minutes!

I could have been with her in the middle of the night but she was tired and wanted to sleep!

All that cuddling and loving on my wife has just caused me to explode in these deep, incredibly loving thoughts and feelings toward her!

I am in a sales job and I spend a lot of time on the road. Even now as I'm driving home I'm thinking how much I'd like to go and have sex with her again!

And you talk about producing your prosperity mind-set when you feel like you're getting your fair share of sex.

**I went from a job where I was making 30,000 a year to a job where I'm making over \$200,000 a year since I started your program! How's that for abundance?**

Thank you for sharing all of this wonderful knowledge on increasing levels of testosterone and libido,

oxytocin levels, how to increase sensitivity and all the other invaluable knowledge that you are sharing- I really appreciate you, Matt, and what you've done for me in my life!

Thank you!!

I've been working with men for decades very quietly, just putting out some YouTube videos that guys see, and grow from there.

And now it's finally time to reveal the entire, complete system in one place.

The Masculine Maximizer, the male sex drive as the Horn of Plenty.

## **I Know It Sounds Crazy, but the Secret to Getting Everything You Want in Life is Creating and Channeling a High Sex Drive.**

In this book, I am showing you exactly how to experience hours of orgasmic bliss...and more importantly, channel that bliss into having everything you want in life.

Women want you. Men respect and even fear you. Most importantly, you get what you want.

Now, let me address the elephant in the room...

Today, there is nothing more "toxic" than masculinity, so we are told. Everything manly and good, everything masculine, has been degraded and derided, criticized, denigrated, made fun of, ridiculed, despised, hated.

And I'm here to tell you — the world is wrong. As usual.

The truth is, that the male sex drive is the greatest asset you have as a human being.

A woman has the ability to nurture and give birth to a new human. That is the super power of a woman.

A man has the ability to harness nature and the universe through a powerful male sex drive, and get everything he wants. That is his super power.

*Your* super power, assuming you are a man, Dear Reader.

The strong male sex drive is an incredible thing. The male sex drive is what I call the Horn of Plenty — the source of all wealth and material, spiritual, and sexual abundance.

And now you have the golden ticket, this book, to unlock unlimited abundance in your own life.

That's right, this book *The Masculine Maximizer*, shows you exactly how to achieve and harness a strong male sex drive to get everything you want in life.

And when I say anything, I mean pretty much anything that you think you can achieve and a whole lot more after that.

As you grow your sex drive and your accomplishments along with it, you'll find that what you believe you can achieve, you can now get.

Nothing is off the table. Nothing is limited.

It's exciting and it's real. I know because it's exactly what's happened to me and thousands of other men that I've coached.

Let's get started with what seems to be an airy-fairy concept...

## **The Concept of Manifestation**



*Writing down your goals helps, but it's not enough*

Let's break it down...

There's an idea floating around that you can get what you wish for simply by...wishing for it.

This is known as the concept of Manifestation.

Even Scott Adams, American author and cartoonist, mentions in one of his books that writing down your goals on a piece of paper and tucking it away can somehow make them come true. He actually said writing down his goals 15 times a day was his key to achieving remarkable success.

Several years ago, in the closing pages of my otherwise humorous book titled *The Dilbert Future*, I told

a weird little tale of how I used a technique called affirmations in my attempts to achieve a number of unlikely goals.

Since then, I've received more questions on that topic than on anything else I've ever written.

So I know this will pin the needle on the blog comments.

The idea behind affirmations is that you simply write down your goals 15 times a day and somehow, as if by magic, coincidences start to build until you achieve your objective against all odds.

An affirmation is a simple sentence such as "I Scott Adams will become a syndicated cartoonist." (That's one I actually used.)

Prior to my Dilbert success, I used affirmations on a string of hugely unlikely goals that all materialized in ways that seemed miraculous.

Some of the successes you can explain away by assuming I'm hugely talented and incredibly sexy, and therefore it is no surprise that I accomplished my goals despite seemingly long odds.

I won't debate that interpretation because I like the way it sounds.

While this might sound magical, there's actually some merit to it, as Scott Adams explains.

But here's the catch — you can't just sit around and wait for things to happen.

When you just wait around for stuff to happen, you set yourself up for a life of misery and longing instead of a life of action and success.

I will show you how you have to "do" and not just wait around for good things to happen — and then I'll show you how that is NOT true, and how you can literally ride a wave and get everything you want, almost without effort.

The wave that carries you along — this is your male sex drive.

## **Being vs. Doing**

Being a man of action is crucial.

It's not just about being; it's about doing.

For me, I am masculine and hard-driving, which naturally draws a lot of female attention. But my commitment to my wife means I'm not seeking that attention — yet it comes because of who I am.

This distinction between being and doing is vital.

Simply writing down your goals won't suffice if you're idle. You must be active, intelligent, and driven.

When you do and not just talk about doing, you have the chance to create a life that is the envy of other men. You can achieve what you are actually capable of and often quite a bit more than you think you are capable of.

The good news is that you can start small and build from there. Taking ANY action is much better than taking no action at all, and starting small will give you quick wins that kicks the success wheel into motion.



Look... I've been there. I wasn't always a doer.

In fact, there is no world where I would have been talking to over 700,000 men via my newsletter every day before I harnessed the power of doing, and yet here I am doing exactly that.

I started one step at a time and you can too. But you do have to get started DOING. I can't emphasize enough how important this is.

Central to this drive to do is a strong sex drive.

## **The role of prolactin in the male sex drive**

Sex drive has two main components: hormonal balance and a deep-seated drive.



Hormonal balance means high testosterone levels coupled with low prolactin and low estrogen. These hormones influence our brains and how others perceive us.

**Prolactin** is the hormone that spikes after orgasm. When prolactin is high, we can't get an erection and we have little or no sexual interest.

So lowering prolactin is very helpful. And lowering prolactin after orgasm lets you have ANOTHER orgasm without stopping.

Key point: lowering prolactin AFTER orgasm lets you go again — without stopping!

## Orgasm-induced prolactin secretion: feedback control of sexual drive?

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<https://www.sciencedirect.com/science/article/abs/pii/S0149763401000367>

In addition, estrogen has to be lowish for man to have a high sex drive.

### How estrogen can ruin a man's health and libido

Estrogen has been thought of as a female hormone, but it's not. Estrogen is necessary for both men and women.

And when it's too high in men, they have familiar symptoms — low libido, belly fat, poor muscle gains even if they do weight training, and a timid almost mousy demeanor that is very pliable and just goes along with the program.

A man with high estrogen looks a bit like this:



*Photo 5346510 © Bruce Robbins | Dreamstime.com*

High estrogen causes prostate inflammation...heart disease...low sperm count...low testosterone...and dementia. As shown in this and many other studies.

**Endogenous sex hormones, cognitive decline, and future dementia in old men**

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*<https://onlinelibrary.wiley.com/doi/abs/10.1002/ana.20918>*

Lowering estrogen must be a key part of taking care of your health as a man — and yet doctors never talk about it. Doctors get no training in medical school about estrogen levels in men.

So hormonally, you want to have lowish prolactin that does NOT rise after orgasm...and you want lowish estrogen.

That will set you up for being a Maximizer.

Now the second component of a sex drive is having a relentless drive to have sex. This isn't about immediate gratification; it's about a constant, powerful force that propels you forward.

For instance, this morning, I had sex for an hour with my wife. This afternoon, we may do it again as we both work at home and one thing often leads to another.

This evening we will have sex for another hour. She and I both love it — and let me tell you this, my wife has a non-existent sex drive.

You see, for a man, sex drive is key to everything he has or will have...but for a woman, it's not that important to have a high sex drive.

You can understand why women don't need a high sex drive — they are attractive to men, they meet and have babies and raise children...what would a high sex drive do for women, anyway? Probably make them less satisfied with their boyfriend or husband, and more likely to cheat and to lose interest in the family unit.

No, the fact is, a high sex drive is essential for a MAN's success, but not a woman's. And it's absolutely fine for a woman to have a low or non-existent sex drive so long as she is happy to have sex.

I'll explain later how and why you will be having hours of sex every day even if you are, like me, married to a woman without a strong sex drive.

For now, I want to say that when I started really tapping into my sex drive in a very positive way, my entire life started to change for the better.

I went from a man who was constantly sick and had fairly regular ED to a man who has sex 2 times a day, every day, for an hour or more...

The difference that this makes is amazing. And although I have stressed how important it is to be a doer...

...a high male sex drive is very much like a wave that carries your boat. A tsunami even...

## The Powerful Tsunami of Drive



*Having a strong sex drive will propel your life forward like a tsunami wave*

Think of it as a tsunami — a giant, unstoppable wave. This is what a potent sex drive feels like.

It's not about being horny all the time; it's about having an unstoppable energy that carries you through your day, from waking up to going to sleep...a wave that carries you through every part of your life.

Since you are reading my book, you are now considered a Masculine Maximizer, or just a Maximizer, okay?

Welcome, Maximizer!

This is what a Masculine Maximizer possesses — a relentless drive that fuels their actions and achievements.

A drive that works like a wave, carrying you along, rather than your having to "do" something.

It will set you apart from other men in the way that people perceive you and in what you can accomplish. You will become a leader and someone who just gets things done. And that's exciting!

And you don't have to consciously push yourself. The wave will carry you.

Now we have to take a little side journey into the myth of motivation, so we can pursue this whole male sex drive success thing in the rest of the book.

## **The Myth of Motivation**

We're all taught to believe that we have to be motivated somehow. By "motivation," I mean we have to be pushed.

You "push yourself", don't you? We all "push ourselves", don't we?

And yet, what if we don't push ourselves? What if we just feel like we are pushing ourselves...

I studied the Eastern theory of non-duality, or Vedanta, and I discovered that it is not possible to be "pushing oneself" at all.

Think about it... Who is doing the pushing. Who is being pushed?

If you really think on this, it is ridiculous that you have this theory of "pushing yourself."

The theory of pushing yourself would mean there are two of you — one being pushed, the other doing the pushing. Where are those two?

That's why the ancients call this non-duality. There is no person pushing, no person being pushed. There is only you.

And when I realized this, I didn't know what to do. Where did that leave me?

Why would I get up in the morning, go to work, and come home to my wife and kids, if I wasn't "pushing myself"?

Then I realized that all along, I have been riding a wave.

It's an invisible wave. It's a wave that is carrying me along, carrying me into the future, into more and more life, and more and more experience.

I am being carried. I am not carrying myself, pushing myself... I am not rowing the boat of my life, I am being carried by a wave.

And that's when I discovered the key role that sex drive plays in men's success...

## **Harnessing the Drive for Success**

In my life, I've realized that this powerful sex drive has helped me achieve my dreams.

By channeling and building it, I've gained everything I want.

From having a loving relationship with my wife to overcoming significant challenges and enjoying traveling the world, my high sex drive has been the key.

When you harness your sex drive, it's so much easier to accomplish what you want in life.

What seemed difficult or impossible before flows much more easily.

I'm not saying there won't be challenges. There will, but those challenges are easier to deal with when you are harnessing the power of your sex drive.

One thing you must do, though, in order to begin this Horn of Plenty journey, is discover how to lead a life of disciplined ejaculation.

Let's get started with the nuts and bolts of being a Masculine Maximizer.

## **Raise your sex drive today and get everything you want in life**

The reality is that you can get nearly everything you want in life by multiplying your masculine drive using this simple Masculine Maximizer formula.

## **The Benefits of High Sex Drive**

This isn't just about pleasure — it's about power. And honestly, there is very little that is better in life than having great sex AND having power over your own life.

It makes all the difference in the world when you are in control of what you do and what you accomplish, and a high sex drive can give you that advantage.

With a high sex drive, I am more effective in my work, more influential with people, and more resilient in the face of challenges.

I'm healthier, happier, and more assertive.



This is the life of a Masculine Maximizer and it's fantastic.

## The Role of Sex Drive in Success



*A high sex drive that is properly harnessed can lead to success in every area of life.*

Consider the book *Think and Grow Rich* by Napoleon Hill.

He emphasizes the power of sex drive as a creative force that can be channeled into all aspects of life.

Now, this concept is crucial to understand.

Napoleon Hill wrote Chapter 11 entirely on the idea he called Transmutation of the Sex Drive.

In fact, this is where I first heard this concept, in my youth, reading Napoleon Hill. He explains how when harnessed correctly, sex drive can be a force for personal achievement and success.

Hill calls this sex transmutation — converting your sexual energy into productive and creative accomplishments.

This has been exactly my experience, and it will be yours now too, now that you are a Maximizer.

Hill also shows in *Think and Grow Rich* how a man can experience vast creative energy via sex drive, and this energy turns into actual accomplishment in real life.

He puts a lot of emphasis on how successful men have learned to channel their sexual energy and use it as a force for good in their life. And further, a strong and channeled sex drive, says Hill, gives you charisma, energy, and the ability to persist in the face of reversals and difficulties.

Hill writes that sexual energy connects our conscious with our unconscious minds. I know from my study that our conscious mind is a paper-napkin-thin layer of cells in our brain's prefrontal cortex.

Look at a brain in a dish, or in a photo, and the conscious mind only occupies a tiny, tiny fraction of that brain.

The rest of our subconscious and unconscious minds — this is what really directs us, it runs us, it makes us who we are.

And Hill was spot on when he tells us that sexual energy connects our conscious and unconscious so we can get anything we want from our sub- and unconscious minds, simply by using our sexual energy and riding the wave.

Finally, Hill shows examples of men who have used their sex drive in this way — Thomas Edison, Henry Ford and Mahatma Gandhi come to mind.

I've spent a good deal of time discussing this landmark book because Hill was right. Male sex drive really is the key to a man's success.

But Hill never got specific as to how to harness your male sex drive...

Which is the subject of this book.

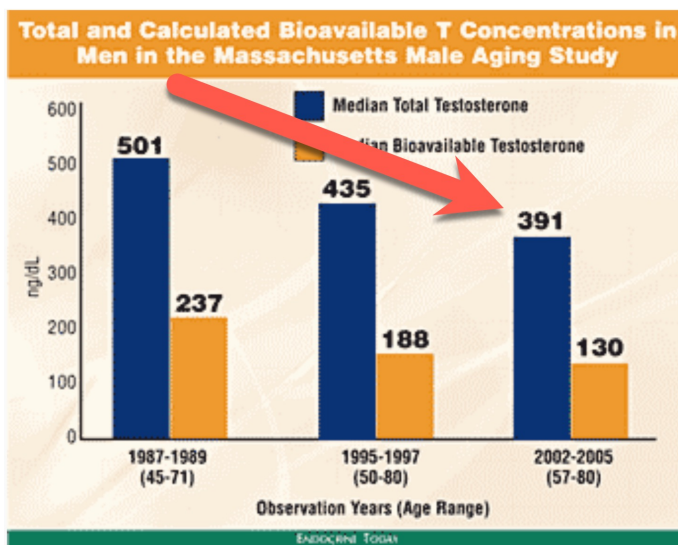
Bottom line: your sex drive isn't just about sex — it's about drive, ambition, and achieving your goals.

It's about achieving hours of orgasmic pleasure every day, and getting out of bed and being carried by a wave to greater and greater accomplishments and success.

And this is where we need to talk about how our present female-dominated society is so dead-set against men — that masculinity has been in a sharp and steep decline.

## **Masculine men have it better than every today**

Sex drive in men has been declining.<sup>2</sup> Sperm counts and testosterone levels have plummeted<sup>3</sup>, and no one knows exactly why. It could be stress, poor nutrition, medications, or the impact of social media. As you can see, sex drive, as measured by testosterone levels, has been plummeting:



Data were derived from Travison TG, et al. *J Clin Endocrinol Metab.* 2007;doi:10.1210/jc.2006-1375.

I think it's because of a few factors — endocrine disruptors in plastics...an overly aggressive vaccine schedule...the effects of wifi and cellular radiation...the effects of social media...

...lots of things account for low testosterone and low sex drive in men today.

But the fact is, regardless of the reasons...

...male sex drive and masculinity in general has been under attack like never before.

It's made worse by the fact that today we have only feminine role models, and few or no male role models.

I'm in my sixties, but I'm typical — I was brought up by my mother. I was educated in school by about 90% women. Our school principle and vice principals were women. I grew up in a female dominated world, as we all did and most still do today.

Ideally, boys become young men, and as young men, they begin bonding with other men. And they get out of the sphere of their immediate families, and go conquer, go seek their fortune, and meet women and settle down to raise a family.

Let me show you my life as a good example.

I had a Bar Mitzvah at age 13, and that was an ancient celebration of a boy becoming a man. But did I feel like a man at age 13? Of course not.

It was all the other stuff that came after — dating, fumbling sexual attempts with girls, friendships with other men — that made me the man I am today.

That happened when I was in my 30s — that's when I began to feel like an adult man.

I had made the transition from female-dominated world, to my own world where I could be a masculine adult man.

We are all supposed to transition from female-dominated child-world to a male-dominated adult-world.

.But that transition is no longer working today.

Manhood has disappeared from popular culture as everything in our world has become increasingly feminist and led by women.

Men have become less masculine and more agreeable, more accommodating, and more docile.

You know, the way women are.

This feminization of men has serious consequences, including a decline in ambition and assertiveness.

It shows up in testosterone levels as I showed you in the above chart.

I see this in young men constantly. They seem effeminate to me. Because their T levels are very low.

Today, many young men lack sex drive. One in three young men isn't having sex at all, which was unheard of in previous generations.

This lack of sex drive leads to frustration and a rejection of sex as unimportant, which only exacerbates the problem. Many men are facing a crisis of loneliness and depression today and it's especially <sup>4</sup> bad for young men.

But it doesn't have to be this way.

There is hope, and I'm here to tell you that you CAN create the life that you want. Including having an incredible sex life, great romantic relationships, and amazing achievements.

You can do this even if you have no partner. You WILL have a partner, or several partners, if that is what you want.

And by the way, I'm talking about an idea of masculinity that applies just as much to gay as straight.

And the idea of masculinity and being a Maximizer applies equally whether you only love women, or only love men, or some combination. Doesn't matter.

Either way, being a Maximizer means you are focusing on high testosterone levels, building muscle, reducing belly fat, and most of all, being an assertive and even aggressive man getting what he wants. What you want.

Being a Maximizer means becoming a leader — someone others want to follow.

When you become a leader, women will automatically be attracted to you. And men will too, if that's your desire.

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4. <https://www.sciencedirect.com/science/article/abs/pii/S016503272100673X>

That said, I refer to men and women in my book because that's my individual preference, and although I've had many gay and bi men in my coaching, I personally am heterosexual — so I'll discuss Maximizers from that standpoint.

*Hi Matt, my woman and I are absolutely loving the fuck out of everything you post, thank you so much, you have made my life and sex life out of this world great!!!!!!*

## **It's About Far More Than Sex**

Remember, it's not just about having sex — it's about harnessing that drive to become the best version of yourself.

It's about being a doer, not just a dreamer. And it's about realizing that your sex drive is the key to unlocking your full potential.

Stay tuned as we explore this journey together. I'm excited to share more about how you can become a Masculine Maximizer and transform your life.

## **Sexual Abundance Brings Material Abundance**



*Sexual abundance brings material abundance*

The best part about this journey is that you can enjoy hours of sex every week and let your sex drive get you everything you want in life.

You can change the world when you have a healthy and extremely high sex drive.

*And you talk about producing your prosperity mindset when you feel like you're getting your fair share of sex. I went from a job where I was making 30,000 a year to a job where I'm making over \$200,000 a year since I started your program!*

And here's the good news...



When you finish this book:

- You'll be able to enjoy 2 or 3 hours of orgasms every single day...countless orgasms, countless...
- You'll have the best imaginable relationship with your partner.
- You'll attract women to you effortlessly by who you are and not what you do.
- You'll attract prosperity and abundance to you in every area of your life.

Here's what I want you to remember...

Sexual abundance brings material abundance. Once you have sexual abundance, everything in life flows in your direction and towards the fulfillment of your desires and goals.

And it's driven by your own drive...

But one thing I want to clear up...

## **Being Horny Is Not The Same As Having a Strong Sex Drive**

Horniness and drive are very different things.

When you are horny, it's a feeling of desperation. It can be almost painful, and lead to resentment and frustration.

Horniness is actually caused by an excess of estrogen, in men with low testosterone.<sup>5</sup> We've been taught that testosterone is the male hormone, and estrogen is the female hormone, but this is not true.

Both men and women have testosterone and estrogen.

In fact, many men who are aged 60 or older, have higher levels of estrogen in their bloodstream than their wives or girlfriends have.

Men often have 400 – 1100 testosterone levels, but women need testosterone levels around 100 – 150 to function well and have a good, healthy female sex drive.

But in men, testosterone aromatizes into estrogen.

So oftentimes men will have estrogen — and the estrogen can cause a man to become painfully horny and obsessed with sex.

That's not me, though — although it may seem that I am obsessed with sex, I am not!

I have a strong sex drive, but I am not painfully horny. My estrogen is at low, normal levels.

Sex drive is not horniness.

Being horny always led me to masturbation and ejaculatory orgasm, and at that point, I felt "relieved" and didn't feel any more desire to do anything else for awhile.

Sex drive is altogether different.

A strong sex drive lets you have a lot of sex and still feel incredible motivation.

And a strong sex drive, unlike horniness, motivates you to connect with women. It motivates you to get things done.

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5. <https://www.sciencedirect.com/science/article/abs/pii/S0022534710045350>  
retrieved 9-Jul 2024

It motivates you to achieve in your life.

Men who are horny dissipate their masculinity through an obsession with video pornography.

Men with a strong sex drive may use fantasy and may use some forms of pornography occasionally...

...but they do not obsess over porn and they do not spend time watching endless video porn and masturbating to it.

And best of all, when you have a high drive, you become nearly unstoppable.

Imagine your life where you can achieve nearly anything you want with ease. That's what it's like to have a high sex drive.

And that's where women will never equal men.

## **More About The Difference in Sex Drive Between Men and Women**

I said that I'd discuss a situation, like my own, where the woman has a weak or non-existent sex drive, but the man has a very strong sex drive.

Here's why that works.

For men, sex drive is everything.

A strong sex drive gets men to accomplish, build and deploy. Men are wired to go out and get things done, thanks to sex drive.

For women, sex drive works a little bit differently. Women can and do have high sex drives when they are younger...but their drive is much more oriented to building a family.

Women are designed to have children, and their sex drive is oriented to family-rearing even if they do not ever get pregnant or raise children or get married or even have a boyfriend.

Women's sex drive is about as strong as a man's until roughly age 35 or 40, when something called perimenopause strikes.

Perimenopause involves less regular periods and often lasts 5 or 10 years. It leads to the complete end of periods and childbearing, and a new life post-menopause, when a woman's drive often has fallen off a cliff.

Once women build their family, they often lose their sex drive.

But... if you are WITH a woman who has lost her sex drive — there is hope.

## **Good news if your woman has a low drive**

I remember John and his wife, around age 70. His wife, who we'll call Donna (her real name is Sue) (just kidding), had never enjoyed sex. This is quite common with women, by the way, in women of a certain generation.

In fact, 30% of women do not have regular sex, and 20% report seldom or never reaching orgasm during partner sex.<sup>6</sup>

After John began his life as a Maximizer, things REALLY changed...

### *[John's story]*

On Friday she was multiorgasmic for the first time in 50 years. She was exhausted after coming 8 times.!!! At 2:30 AM she woke me up to do it again.

We continued for another two hours and several more orgasms on her part. This continued on Saturday and Sunday.

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6. <https://www.tandfonline.com/doi/abs/10.1080/00926239308404902>  
retrieved 23-Jul 2024

I never, in my wildest dreams, believed this could be possible at 69 years of age, and she is 73!!!!

I can't believe what continues to happen. Yesterday morning my wife and I started the day with 45 minutes of sex.

In the past, I would ejaculate shortly after entering her, which eventually led to her shutting down because sex had nothing to offer her.

Then last night she wanted to do it again.

We had sex for 5 hours and I stopped counting her orgasms because there were so many.

This morning she said, " I can't believe what has happened to us. At age 73 I'm have more sex than I ever thought one person could have."

Remember, only a week or so ago we had not had sex in several years.

Now, I can barely keep up to her. She is now willing to explore oral and positions.

I've seen this again and again — once a man becomes a Maximizer, he discovers a whole new world of sexual abundance...followed by abundance in wealth.

My wife has a very, very low, non-existent sex drive. But nevertheless, she basks in our life where we have sex several times a day for an hour or more.

And in an upcoming chapter, I'll show you exactly what to do to have sex for hours a day, no matter where you or your partner's sex drive is at.

Just like John above.

So now, let's talk about another concept that is supposed to be really bad about masculine men...

I'm talking about...

## **The Difference Between Assertiveness and Aggression**



*You will develop positive leadership skills as you apply the Masculine Maximizer formula.*

What I'm going to show you in this book is how to harness the power of your sex drive to display positive leadership in every area of your life. This is the difference between being assertive and aggressive.

Aggression is doing to others what they do NOT want you to do.

War is aggression. Taxes is aggression. Beating a person is aggression, assuming it is not self-defense.

Anything involving one person or party imposing their will on another against the desires of the other person is aggression.

Assertiveness is entirely different.

It's getting what you want, in a way that benefits others. Whatever you want, they want you to have it too!

Assertiveness gets us all the wealth and achievement we could possibly imagine.

An assertive man stands up for himself.

Because the world is better for you and me, when we both stand up for ourselves. It's mutually beneficial when each man stands up for himself — it's a good assertiveness, not a bad aggressiveness.

They used to call a man who doesn't stand up for himself a milquetoast. You could also call him a pussy, which is interesting because it is of course calling a man by the characteristic of female genitalia.

It is bad precisely because it labels a man as a woman.

The difference between a man and a milquetoast is the man is assertive — the milquetoast just accepts what he is given and does not stand up for himself.

There is actually a lot of force in aggressiveness. It's all force. But in assertiveness, there is almost no force.

When you are assertive due to a strong sex drive, you don't have to strong arm people or manipulate them to get what you want. You don't have to throw your weight around.

People will listen to you in large part because of your masculine energy. You will find that both women and men are much easier to lead and you will want to be the leader.

It happens over time as you deploy the Masculine Maximizer principles, and you will be amazed at the difference in your life.

I call this Masculine Authority.

And the thing is, none of this has to be left up to chance.

## **You Can Either Leave Your Drive Up to Chance or You Can Cultivate It**

This is where the magic happens.



A lot of men think they either have a strong sex drive or they don't. But that couldn't be further from the truth.

You can either leave your drive up to chance — or you can cultivate your sex drive and turn it into the Horn of Plenty.

It may come as a surprise, but YOU are in charge of your own sex drive.

And we begin now, right now.

Now, it's time for you to make the choice.

You can choose to read this book and implement the ideas or you can choose to put this book on the shelf and stay where you are.

The choice is up to you.

*Thank you so much for working with me, I find myself turning heads, attentiveness of females, and a more stronger approach from individual and coupled females.*

## **Benefits of Cultivating Your Drive**

There are many benefits of cultivating your sex drive.

You will find that there are physical benefits like having better heart health, building far more muscle more easily, and getting a longer and fatter penis.

And of course, having more sex.

*I had sex with my girlfriend last night for 30 minutes and again this morning for 30 minutes! I could have*

*been with her in the middle of the night but she was tired  
and wanted to sleep!*

There are also mental benefits, such as having far lower rates of mental illness, having far more motivation in life, and achieving more than you ever thought possible.

Finally, there are the benefits to your family and your community.

When you are a masculine man, you will provide an amazing example to your sons of how to be in the world and to your daughters of what to expect in a man.

You will benefit your entire community with your leadership skills.

## **Would You Like to Be Madly in Love?**

One of the best parts of being a Maximizer is that I am madly in love with my wife.

I think about her first thing when I wake up in the morning.

I think of her as I am closing my eyes and waiting for sleep to take me.

I think of her all the time, and I have such loving feelings towards her that are incredibly powerful.

Why should you care about my love for my wife? Great question.

## **You Can Be Madly in Love Too — now and forever**

You can experience this, not the way others do with the normal honeymoon period — but you can experience this every waking moment of your life.

And these loving feelings are 1000% reciprocated. How can they not be?

One warning though...

Don't expect your partner to love you **the same way** you love her.

I know my wife is madly in love with me too. But she shows it very differently than I show my love for her.

Remember that book about Love Languages?

It said that we each express our love differently — in a different love language.

My love is the love I show through telling her and making love to her.

Her love is love that she expresses through her kindness to me.

She does wonderful things for me, because her love language is "service." Helping me, being good to me. Her love is cooking our meals (she is a wonderful cook), doing laundry and taking care of a million household chores.

Her love language is NOT saying "I love you" to me.

So I'm always the first to say "I love you", and I know she feels as strongly as I do, but in a different way. My love language is much more verbally expressive.

I also express my love for her in bed.

And that brings me to a problem that guys create out of thin air...

## **"Matt, How Do I Get Her to Ask for Sex? I'm Always the One Who Initiates in the Bedroom."**

And I say, "That's your job." Her job is to have sex with you when she feels up to it.

Your job is to initiate sex.

In my house, I do the money-making thing. My wife makes dinner.

And she does the laundry.

I do the initiating of sex. That's my job.

And so it is my job to love her the way I feel like loving her.

It's not her way, it's my way. We each express our love differently.

Don't expect your partner to love you in the same WAY as you love her... but you can experience the most incredible loving feelings you have EVER had, and they don't end — they continue and get better and better and better.

And this brings many benefits. A life of harmony. A life of peace. You and she are a unit now — you and she against the world kind of thing.

My kids see us together and kind of shake their heads. I know they are thinking, "Get a room, you guys," and rolling their eyes.

We're not that bad with the Public Displays of Affection (PDAs) actually. But we might as well be. We can't keep our hands off each other.

And, I love how my kids can see and witness a loving relationship like my wife and I have.

Our example is an unspoken but powerful message — don't settle, have the love of your life now and for all time as long as you live.

And it's kind of weird, but love really is very hormonal. The Maximizer like you are now hacks hormones to stay madly in love.

I think that's what this really is — it's a love hack that keeps on making you more in love than before. More and more and more.

It seems insane to be this much in love with someone, and for that love not to dissipate, but to increase.

And that brings up the subject of loss.

## **But What If You Lose the Person You Are Madly in Love With?**

Now, you may be thinking, what if I lose my wife? What if this partner I am madly in love with goes away, or dies?

Well, that is a bummer indeed. Life is full of loss.

But I think that my love for my wife, even after she passed, would propel me to grieve but then find someone else.

I may not sound romantic when I'm expressing this feeling. It's not like any other woman can be interchangeable.

I know of a man who is very, very very old. Maybe 115.

And he lost his wife during World War II when their little village in Japan was bombed...but he never remarried out of love and respect for his wife.<sup>7</sup>

But if I die, I want my wife to find someone else and be equally happy with him. And using the Maximizer techniques, if I were to tragically lose my wife, I hope that after grief I could apply the same methods to find someone else.

I think I could and would.

And I think my wife knows that and feels better because it kind of takes the pressure off of her — if she wasn't going to live, she can know that I would find happiness and that's what she wants for me.

I feel that way about her too. I want her to find someone else if I kick the bucket.

It's not like we sit around imagining these scenarios. It's just that this is life, and I want you to know my thoughts about it, even if the subject seems a bit grim.

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7. <https://www.theguardian.com/world/2013/mar/07/world-old-est-person-jiroemon-kimura>  
retrieved 23-Jul 2024

So the point is this — you aren't going to off yourself if you lose your precious and amazing partner. Being a Maximizer will help you through grief so you come out good on the other side, no matter what.

Okay, 'nuff said. No more talk about death, 'kay?

The bond that is built being a Maximizer is so much more powerful than you can imagine...

So in this next section, I'll discuss the end of a relationship in case you are single and concerned about, "How will I end a thing with my girlfriend, if she's not right for me?"

## **End of Relationship Drama**

And the last thing I want to mention in this chapter is that even though you can love your partner madly and without limits...and she you...

...when it's time for you to break up, IF it's time, you will remain remarkably drama free.

You two will ever after be friends. You'll share each other's lives and maybe get together as couples...you with your current girlfriend or wife, she with her current boyfriend or husband.

The amazing part is that this type of love — this limitless Maximizer love — repays itself because if you love her, and you and she aren't right for each other, you'll both know it, BUT you won't be at each other's throats.

If I want the best for my woman, and I'm not right for her, then I want her with someone else, so she is happy.

Like the Sting song says, "If you love someone, set them free. (Free, free, set them free)"<sup>8</sup>

I always loved the story of the old married couple who are very poor. At their 80th anniversary, all they have is a quarter of a loaf of bread.

He cuts it and hands her the heel (the end of the bread). She starts to cry. "What's wrong," he asks.

"It's our Anniversary and you give me the worst part of the loaf of bread," she says.

He starts to cry too. "It's my favorite part," he says, "and that's why I always gave it to you."

This shows that 1) the husband should know what the wife wants better than he does, and 2) he and she were both into giving each other as much as possible, even at their own expense.

If I am setting the table and one of the knives is a bit off, perhaps it ended up too close to the garbage disposal, I take that mangled knife for myself.

She does the same for me, in ways I can't even fathom. I know she does so many things for me that she never mentions at all. And she is giving me the best she can. As I her.

We are two people in a love story.

And you can be your own love story. I'm showing you how.

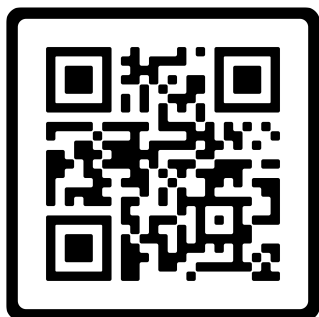
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*Want to transform your limiting beliefs into empowering ones? Get instant access to my powerful Belief Changer worksheet.*

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8. <https://genius.com/Sting-if-you-love-somebody-set-them-free-lyrics>  
retrieved 27-Jun 2024

*This interactive guide will help you identify and reshape the beliefs holding you back.*

*Scan the QR code to access your free bonus worksheet.*





# Chapter Two

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## Ejaculatory Orgasms and the Orgasmic Cycle

### Frequent Ejaculation and Your Sex Drive

**Y**our sex drive is one of your most important assets as a man.

And the key to raising your sex drive is managing your arousal and your ejaculatory orgasms...

The key to being a Maximizer is reprogramming your body to have **many** orgasms, but **few** ejaculations.

So let me tell you how I developed this and made it work, and my journey around waves of orgasms and becoming a Maximizer.

It all started in a bookstore in 1971, when I was a ten year old boy.

I found in the paperback section a bunch of books by an author called Anonymous with titles like *The Flea or The Pearl, A Gentleman and His Maid*.

These were pornographic erotic novels that had been written in the 19th century that were available to anyone, including an inquisitive ten year old boy.

You didn't need any kind of age-verification, or ID or anything to buy those books, and I certainly bought them and I devoured them.

And I masturbated to them.

And this is how I got into pornography at a very early age.

And since becoming a health and sex researcher and coach, I found that men who get into porn at an early age have a lot more problems with sex and erections than men who don't get into porn at an early age.

But I didn't know that. Nobody knew that.

And I got into porn very young.

As a result of porn, I had a lot of trouble getting erections when I started to date girls.

At times, I wished I didn't even have a penis...erectile dysfunction was so painful and shameful.

And I had a girlfriend that I lost and then another girlfriend that I lost. And then another girlfriend that I lost.

But I wanted a girlfriend so badly that I still tried and tried.

And I continued going through one girlfriend after the other.

We would do sexual things but when it came to intercourse, I would just go soft.

I was scared and I got more scared as time went by.

Then, I met the girl of my dreams, and she was willing to be with me, provided I was getting help.

And I got help, and began having successful intercourse.

The period of erection problems was over for me.

Now it was married life, sex, children, all of that stuff.

And I got older.

Like everyone else, at this point, I was just having sex and not really thinking about it too much.

## **When I Had Sex, I Would Ejaculate.**

That's what every man does, right?

So we would have foreplay and then we would have intercourse, and it would last maybe 10 or 15 minutes, maybe 20 minutes.

And over time, like most married guys, I became less and less happy with my sex life.

I had a 40th birthday and I was very unhappy with my life. A man isn't happy if he's not happy with his sex life.

I had been shortchanged in my sex life, making my life feel a bit miserable.

I had gone to school.

I had met a girl.

I had got married.

I now had regrets about having a poor sex life and not experiencing nearly enough. Like that joke about the restaurant that has bad food — and not enough of it either.

And I wasn't the only guy who felt like sex was disappointing, and not enough of it.

In multiple studies, most men are living in a state of not enough sex, a state of lacking as much sex as they would prefer.

And I certainly felt I was lacking enough sex.

And my wife experienced perimenopause — and this caused her drive to fall off a cliff to nothing.

We never stopped having sex once or twice a week, but it wasn't all that great.

At least we were having sex...

I know many couples who have not had sex for 5, 10 or even 20 years. Usually the husband wants it, but the wife doesn't want sex anymore.

This is a common change in the sex drive of women after menopause. Sometimes it even happens before that as it did with my wife, during perimenopause which happens before a woman stops her periods altogether.

Sometimes, a woman loses her sex drive even earlier than perimenopause. Sometimes she loses her sex drive as soon as she has children.

Even if she's in her 30s, she may not feel like having sex...and she may be focusing all her attention on her children.

It appears like there's no way to fix it.

We are supposed to be resigned to it...

## **You're Supposed to Experience a Lack of Enough Sex...**

You find an outlet through porn and masturbation.

If you're a loyal, loving husband, you don't stray.

You don't cheat except with your right hand with porn.

And that was me for many, many years.

But I began researching Taoist and tantric texts around sex.

I had read them before and studied them, but I hadn't taken them very seriously at the time.

But now, I realized that there was a lot of value in those texts so I studied them.

One of the things that the taoists and the tantrics stress is that you have to restrain yourself from ejaculating too often. They all agree on this fact.

They even agree on an ejaculation schedule.

Once a day when very young... becoming once a month or once every quarter. Every three months when you get older, like 60, 70 or 80.

They all were very clear that unrestrained ejaculation weakens a man in every way, physically mentally and sexually.

And it makes a difference which time of year you are in.

It's less draining to ejaculate in the summer than it is in the winter.

And I found that there was actually a lot of truth to these beliefs.

Remember: They were always talking about men, not women. For women, they didn't really care how often they would have an orgasm.

For men, it was very clear that you should have intercourse often, but experience ejaculatory orgasms only some of the time... Don't ejaculate every time you have sex, these tantrics and Taoists wrote.

I've talked to countless men about this. And I know that this is a very difficult pill to swallow for most men because they're used to unrestrained, undisciplined ejaculation.

Even when I started having lots of sex and less frequent ejaculations...it felt like I was losing something. At first.

It's almost like I said to you, all you can do now is eat broccoli. You cannot eat steak or tacos or pizza, just broccoli.

Well, you wouldn't be too happy with that. I certainly wouldn't be.

However, that's not really what all of this really means.

With an ejaculation that is disciplined or occasional, you actually have space for much, much more sexual pleasure and enjoyment.

## **At This Stage, Men Ask: "What's the Point?"**

If you don't ejaculate and have an orgasm, why would you bother having sex?

Of course, this is a complete fallacy because you can have a lot more sex before you ejaculate.

And I have discovered how to have literally hours of orgasms every day, as a man, with few ejaculations.

And when you experience multiple sessions of sex and waves of orgasms...

...then you have sexual abundance....

...and your sex drive multiplies massively.

And when you do finally have an ejaculatory orgasm, you're tired and you want to roll over and go to sleep.

There's a short-term period where you can't have an erection called the refractory period. Then that kind of wakes up and then you can have sex again, but you don't feel like it as much.

So if you can have a lot of sex and not ejaculate as much, you're a lot better off.

This takes rewiring our brain because our brains are wired towards looking at sex as a way of reaching orgasm.

Kind of like climbing a hill. We work hard to get to the top of a hill and have an orgasm, then we race down the hill as we come.

## **I found that having lots of sex and very few ejaculatory orgasms was creating a massive sex drive in me**

I would come, and feel tired at first. Nowadays when I come, I'm ready in 15 minutes to go again. But at first it was very taxing on me, as it usually is for most all men after they have an ejaculatory orgasm.

And orgasms cause a great deal of fallout— the orgasm cycle.

You can't get an erection for awhile.

You want to disengage and disconnect from your partner.

Other women look more appealing even days after you've had an ejaculatory orgasm.

It can take a week to recover from the orgasm cycle. And the hotter the orgasm, the more intense it was, the greater the post-orgasmic fallout.

## **The Honeymoon period keeps people from noticing the Orgasmic Cycle**

When we first meet people, there is a Honeymoon period when we can't get enough of each other.

The Orgasmic Cycle has little effect during the Honeymoon period.

The Honeymoon period can last 6 – 18 months...

But over time, everyone drifts apart through a combination of life's events and eventually sexual boredom.

I call normal sex "fertilization-driven sex" because the purpose is for us to fertilize a female. Even if you wear a condom. Even if she is on birth control. Even if you both are older.

It's still the same type of sex.

Pump, cum and done is one way to phrase it. Fertilization sex is an other way to phrase it.

And if you're in a long term relationship, you become bored with each other when you practice normal fertilization-driven sex.

She becomes bored with you. You become bored with her.

No wonder people have affairs.

Some couples continue with their sex life together and continue having a sex life, but most don't.

Most go from a few times a week, to a few times a month, to once a month, to zero.<sup>1</sup>

One third of people report NO sex for the previous YEAR. Ack!!!

And almost all couples end up being bored and more or less going through the motions around sex.

I felt the same way. Sex was boring, and we didn't have enough of it.

And that's when I started going back to the books that I had read and started studying them again, and this time taking it a lot more seriously.

It was at that time that I stumbled on a sort of secret group of online men and women who were experimenting with not having ejaculatory orgasms very often — the women not having orgasms at all for a while.

I had also read a landmark book by a naturopath named Stanley Bass, recounting his experiences. He had decided to be celibate until he met a young woman in a health food store who changed his mind.

He began a friendship and sexual relationship that changed him forever.

Dr. Bass began having hours of sex at a time, each time he had sex. He describes 6 or 8 hour long sexual experiences with women he met and spent time with.

He was not having ejaculatory orgasms — that was the difference.

When I tried this at first, I felt almost nothing in my penis.

But fortunately, the penis becomes more sensitive to sex if you are not regularly having fertilization-driven sex.

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1. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3132270/>



The penis becomes more sensitive because your brain becomes more sensitive — more attuned to the subtle pleasures...

...as sex can actually be much more pleasurable without the orgasm. The orgasm ends things, and ends the pleasure.

And I also had realized that an orgasm is cool, but it's 15 or 20 seconds, whereas I wanted to experience an ongoing orgasmic sensation to my whole body that would last for hours.

And I knew that I could. That's what the Tantric and Taoist ancients assured me through their books and teachings.

As I experimented with this, the next time we were about to have intercourse, I said to my wife casually, "This time I'm not going to cum." She wasn't thrilled, but that was my choice for myself, so she respected it.

And she would maybe try to get me to cum and I would sort of put my hand out or stop her and slow down.

And I learned how to regulate my arousal and not to cum every time.

## **I felt almost nothing at first**

Without the orgasm, sex wasn't very exciting. At first.

I felt very little sensation in my penis. And this is a common experience of people who start this journey.

They feel very little. Almost numbness.

In fact, sensation of the penis can decline as much as 80 percent by the time somebody reaches about 60 years old.

The green arrows show that it takes 5 – 10 times more stimulation for a man to feel what he used to feel when he was 20 or 30 years old.

In this chart, the higher the arrows, the MORE stimulus is required to feel sensation in the penis.

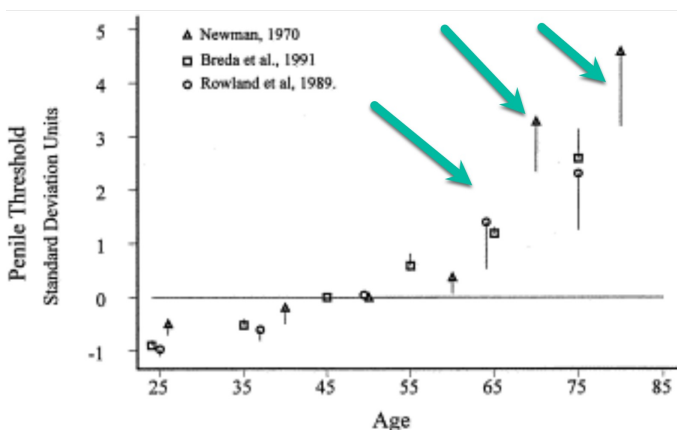


Image courtesy of <https://www.sciencedirect.com/science/article/pii/S0090429598004130>. Retrieved 1-Jul 2024

I wasn't 60 or even 50. I was about 40 when I started this journey. And I was already feeling a lot less.

So when I didn't have an ejaculatory orgasm, I felt very little. Somebody said sex like this is like playing guitar with gloves on.

But the nice thing about it was I felt a much stronger sense of love and connection for my wife.

And because I wasn't ejaculating each time, my sex drive was able to build up a lot more, and that turned into a much greater desire for my wife than I had experienced before.

And I really enjoyed that feeling of drive and desire.

## What Helped Was Oxytocin-Building Activities

Oxytocin is the hormone of love, the love hormone.

Oxytocin helps us love the other person, want to be with them, intensively obsess over them, but in a very stable and steady way.

We can have a high-oxytocin relationship that goes for decades and decades.

It doesn't burn out. It gets better and better.

So I engaged in a lot of oxytocin-building behaviors with my wife and started having the most incredible time sexually I'd ever had.

And then it got better and then it got even better, and then it got even better than I ever imagined!

Building oxytocin is good for your love for each other, and it's good for your erections too. Oxytocin builds stronger, longer-lasting erections.<sup>2</sup>

To build oxytocin, you want to engage in these activities:

Hand-holding

Kissing

Cuddling

Naked cuddling (the best)

Time in nature

Caring for pets

Gardening, caring for plants

Engaging in activities that give you a sense of awe

So we did most of these together. We still do to this day.

Again, like the non-ejaculatory sex, I felt very little pleasure from these activities. I was so used to scanning my phone and being on my iPad and my computer, that the sensations from naked cuddling were not all that great.

But over time, I began deriving fantastic pleasure just from oxytocin-building activities.

And these are ideal for all romantic relationships — they make you so into each other, so loving and so connected.

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2. <https://www.mdpi.com/1422-0067/22/19/10376>  
retrieved 1-Jul 2024

And they make sex so much better...

## **Then I Began to Experiment with the Idea of Multiple Orgasms...**

At that time, I began to study the idea of men having more than one orgasm.

### **Exploring Male Multiple Orgasm in a Large Online Sample: Refining Our Understanding**

Gabrielle Griffin-Mathieu, BSc ✉, Michael Berry, PhD,  
Ronny A. Shtarkshall, PhD, Rhonda Amsel, MSc,  
Yitzchak M. Binik, PhD, Marina Gérard, MA

source: <https://academic.oup.com/jsm/article-abstract/18/9/1652/6956165#no-access-message>

I tried it but could never have multiple orgasms.

I had the experience of what's called a Valley Orgasm occasionally, where I would be in a very relaxed state having sex for a long time, and then I would go into kind of an orgasmic feeling that could just last and last and last.

Kind of an odd combination of sexual pleasure with low arousal. But it wasn't something I could duplicate on demand. It just happened occasionally and I could never make it happen on purpose.

Then I began with this idea of edging to get close to the point of no return and then backing off, edging to get close and then backing off.

I would back off by not touching my penis, or if I was inside my wife, I would just stop and just be still.

This was my technique for dealing with over-arousal so I didn't come.

This is the stage that a lot of people are at when they follow my system and my methods...you can have sex for one or two hours at a time, every day or every other day, and it's so pleasurable and wonderful.

It's really more sex than I ever dreamed of having.

But I wanted to go beyond that.

I knew women could often have multiple orgasms. Why couldn't I?

That's when I learned that I could actually get accustomed to a very high level of arousal without having an ejaculatory orgasm, and I didn't have to back off at all.

Before, I stopped penis stimulation in order to stop myself from having an ejaculatory orgasm.

What what if I didn't stop penis stimulation completely? Could I maintain an even higher level of arousal without ejaculating?

I tried it. Now, I could back off a little, avoid an ejaculatory orgasm, but I became used to greater and greater levels of arousal without the ejaculatory orgasm.

I could still stimulate my penis, or move inside my wife, and not ejaculate. And yet it was sensational to me.

And this is when I began to experience waves of orgasms...one after the other, in a very predictable and easy way.

I found a very easy system— where any guy can experience hundreds of orgasms in an hour or two hours...

...and when you're done, you're still ready to go again...

...because you didn't have an ejaculatory orgasm at all!

Remember we spoke about prolactin. We said that prolactin spikes after you have an ejaculatory orgasm. It takes quite a time for prolactin to settle back to normal levels.

When prolactin is high we can't get an erection and we have no interest in sex. So I knew that I needed to be able to have orgasms without spiking my prolactin.

Because it's wonderful to have such amazing pleasure, and still be ready and wanting more!

The key to my entire Maximizer system is to experience hours of sexual pleasure that is better than you have ever experienced — thanks to ejaculatory discipline.

And that means getting used to having sex, whether it's partner sex or solo sex, without an ejaculatory orgasm.

You get used to it, you get better at it, you get really good at it, and then you begin feeling more pleasure and having a lot longer sessions without ejaculation and without an ejaculatory orgasm.

Until you have very high arousal states where orgasms flood your body, without the ejaculation.

But I found one mental obstacle I had to overcome.

## **Ejaculatory Orgasms Are NOT Relief from Sexual Tension**

We have this idea as men that ejaculation is a relief from tension. This tension is keeping our semen bottled up, and ejaculation is how we release the tension.

Kind of like when you are bleeding, and you apply a pressure compress on the wound and you stop bleeding.

Ejaculatory orgasm is viewed the same way as stopping a wound from bleeding — the ejaculation is a relief from tension, stress, even discomfort.

In this model, which none of us ever think about much or question, our semen is "retained" until we release the tension — almost

as we would stop a painful cyst by putting cream on it, or removing uncomfortable shoes so our feet have relief.

This is what I call the "ejaculatory release" idea, and it is keeping men back from achieving their Horn of Plenty.

I ejaculate sometimes too, of course, but the Horn of Plenty feeds and grows when I have a lot of orgasms with very few ejaculations.

As I get into more details about a disciplined ejaculation, I strongly encourage you to keep an open mind.

### **A word about ejaculation and prostate health**

Many people believe men should ejaculate frequently in order to protect the prostate from cancer.

I'm not ever going to advise a man not to sometimes ejaculate. I went 7 months once without ejaculating, just to see what would happen. I had sex at least 400 times during that period, so it wasn't a lack of sex!

But healthwise, it pays to ejaculate occasionally, but not every day or multiple times a day. It pays to ejaculate occasionally, for sure, to help the prostate stay tippy-top.<sup>3</sup>

This Masculine Maximizer a powerful practice that allows me to experience hours of sexual pleasure daily — morning and evening — which keeps me energized and focused.

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3. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5040619/?fd=5919341930653900|5317710456904024&lp=/ejaculation-prostate-cancer-connection>  
retrieved 9-Jul 2024

And I'm not alone. Many other men who have gone through my transformations experience the same effect.

And it is wonderful for the women too...

So Matt, I am writing to you because I can't believe what continues to happen. Yesterday morning my wife and I started the day with 45 minutes of sex. I didn't come but she did multiple times. In the past, I would ejaculate shortly after entering her, which eventually led to her shutting down because sex had nothing to offer her.

Then last night she wanted to do it again.

We had sex for 5 hours and I stopped counting her orgasms because there were so many.

This morning she said, " I can't believe what has happened to us. At age 70 I'm have more sex than I ever thought one person could have.

And if you're willing, you can join us in experiencing the most satisfying, incredible sexual pleasure known to man.

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*Ready to understand how ejaculation affects your mind, body, and relationships?*



*Get my detailed tracking worksheet to discover your personal patterns  
and optimize your sexual energy.*

*Scan the QR code for your free experiment guide.*



# Chapter Three

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## How to get everything you want by focusing on this one thing

**I**n order to become a Maximizer, I had to learn to focus on what was going on in my body.

And that was hard. I was so used to my mind racing a mile a minute and to being constantly on my phone or my iPad.

But learning to focus on the "now" is what led me to a much better life. It led me to being more present, and it led me to avoiding goals.

Which was rather shocking. Goals are supposed to be super good.

That's why this chapter is so important — it will lead you to being present, getting everything you want, and to avoiding the pitfalls that lay in goals.

It's always the same — life consists of process focus, or goal focus.

Process focus is the key to life — goal focus, not at all.

In fact, goals can hurt you if you are focused on goals.

And if you focus on the process and not on the goals, you can get nearly anything you want in life and do it with joy and a sense of adventure.



*This is one of the most important chapters in the entire book! Read it.*

## **The Western Obsession with Goals**

In Western culture — especially in America — we're taught to focus on the goals. We're taught to set goals and that the only thing worthwhile is the goal itself.

It probably goes back to our Puritan ancestors. Actually, I don't have any Puritan ancestors. More European ancestors. But the culture here, the American get-things-done culture, comes in a unique form.

Can do is an American attitude. Associated with trying to work and arrive, and graduate, and achieve, and reach the finish line ahead of everyone else.

This is American and also Western.

If we don't have a goal, how can we accomplish anything?

Or so we are told.

This goal mindset is deeply ingrained in us from a young age.

We celebrate achievements, not the journey. We admire success, not the struggles behind it.

This goal-centric approach can often lead to dissatisfaction and a sense of unhappiness and emptiness that can be hard to shake.

I was caught in this cycle for a long time when I was chasing after the end result in romance, in business, and in life. It's not a fun way to live.

I was constantly suffering from goal setting because I was always told to set goals, and I never questioned this advice.

## **The Illusion of Goals**

I want to be clear that goals are not always bad. They sometimes give us direction and purpose.

You need goals to get you to where you need to be every day. I mean, I have a goal to get to the kitchen and make coffee.

Or so it seems.

Actually, the more I just observe myself getting up out of bed and going to get coffee, the more I realize that none of my accomplishments ever happen due to setting goals.

Weird, I know.

I now realize that I just find myself typing, or writing, or researching, or making coffee, or having sex with my wife.

I find myself doing these things almost automatically.

When I get really high, sometimes I'm really aware of a Watcher. I can Watch myself, whoever that "self" is, talking and laughing and socializing. But there is a Watcher there, taking it all in.

I think of my soul, if you will, as a movie screen. A movie plays on a screen, and the movie can be moving, funny, tragic, whatever. But none of that affects the screen itself at all.

And when we try so hard to reach goals, we mistake our Watcher for our Doer.

We are so sold on "forcing" ourselves.

We set an alarm. We force ourselves out of bed. Many of us move through the day out of obligation, rather than joy.

I want you to stop that.

I want you to begin taking joy in everything you are doing.

Start to focus on making coffee. The process is so interesting when you really watch closely.

You are living more in the present moment and not in your head, not in some "I must make coffee" goal. No, you find yourself making coffee.

Enjoy it.

## **How to Fixate on the Moment, on the Process, Rather Than on Some Idea of the End Result**

The fact is, when we fixate on goals, we set ourselves up for disappointment.

Goals can sometimes seem like distant, unreachable mountains. We climb and climb, but the summit remains elusive. Each step feels burdensome, every setback magnified.

The joy of the journey is overshadowed by the looming peak we strive to reach. And it sucks the fun out of everything.

And if we don't make the goal, we feel bad.

If we achieve the goal, we have a momentary spurt of dopamine in the brain — and then a huge letdown.

Oh no, we reached our goal. Now what??

It's nerve-racking. Living by setting goals is nerve-racking. It stresses us out and limits our lives.

The reality is that sex is the ONE thing that ONLY lends itself to process. Or so it should be.

I used to focus on sex for relief from being horny. She had her orgasm, I had mine, and we're off to the rest of the day.

I want you to focus instead on something else. Not on orgasms. Not on viewing sex as a way to relieve yourself of horniness.

I want you change your focus to the process, the act — not the result.

## **Shifting Focus: The Process of the Masculine Maximizer**



*Focusing on each step of the process as you do it will lead you to powerful results and bring you peace and joy.*

But how?

Here's a start. I encourage you to **focus on the process** of the Masculine Maximizer.

By shifting focus to the process, the journey becomes the reward.

Sex is the best way to begin being a person of process, a person present with process, instead of a man focused on results.

Focusing on results sucks. Focusing on process brings joy into the everyday moments of life.

You do want joy, don't you?

I shock a lot of men when I explain that life should be lived largely in a euphoric state. That euphoria is a result of doing what you enjoy.

Not winning. Doing.

People who are successful love what they are doing. They love the journey.

It isn't getting somewhere that they love — it's the journey, the road they are on.

To show you what I mean, let me quickly tell you how I saw Sting in a small concert setting. I love Sting. I quoted him earlier in this book.

I saw the man in his seventies who loves his work and will do it when he's in his 90s. That's how I look at life.

If someone told Sting, "Here's a billion dollars. Now stop singing, stop writing, stop performing." Do you think he would stop?

Of course he wouldn't stop. His work has nothing to do with money. It has to do with his loving his work, loving the road he's on, the journey he is on.

I want to live my life the same way — loving the journey. I want to love every day, every activity, to the greatest extent possible.

It is never a goal that I am waiting for. I may set a goal here or there, but it's the journey that really counts. I want to be like Sting — on stage at any age doing what I most love in the world.

And actually, I most love sex. (So why don't I just lay around having sex all the time? Read on...)

When I was growing up, we were expected to learn to play two musical instruments. We had to practice every day.

I did become very proficient in one of those two instruments. It was practicing that did it.

So now you need to practice being in the moment, practice enjoying what you are doing now.

Guess what?

Sex is your best way to practice focusing on the process, and being euphoric while you are doing it.



When I focus on my wife during sex, I am euphoric over my love for her. And that euphoria spills out into the rest of the day.

Anyway, back to goals... the goal is no longer a distant point you may or may not reach. Now that you are enjoying the journey, goals are reached as a natural outcome of our daily actions and efforts.

And sex is the way you begin practicing this, begin experiencing euphoria in your day to day.

This approach of focusing on the journey, on the process, aligns with the concepts in the book *The Practicing Mind* by <sup>1</sup> Thomas M. Sterner, which emphasizes the importance of process-oriented thinking.

## Enjoying Each Step

If you focus on the process, the goal will happen naturally over time.

This doesn't mean you ignore your goals. Instead, you break them down into manageable, daily actions but most of all, you make sure you are doing what you enjoy.

If you can't do that now, you need to be on that road so you begin enjoying your journey.

This is so important and it goes back to the idea of taking action that I went over in Chapter 1.

When you take small actions every day, they add up and start to compound. Then you get an amazing result that all of the sudden happens.

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1. <https://tomsterner.com/>

But that result doesn't happen in a vacuum. It happens because of all the small actions that you take every single day.

I first began this journey at age 31. I read books about how to have non-ejaculatory male orgasms.

I tried the techniques. I failed. I put the books away.

Then over time I became a noted health and sex researcher, and then I was reading several hundred books on the subject including translations of ancient Taoist and Ayurvedic teaching.

I still couldn't have multiple male orgasms though. I had that as a goal, and I failed and failed.

Ultimately, though, I have loved the journey and now, I not only can have hours of non-ejaculatory orgasms, I have taught countless men how to do it and discover how a high sex drive creates that Horn of Plenty.

None of my accomplishments were set up as goals. More like, "I'm a health and sex researcher," and just enjoying my work and progressing through life learning more, reading more, studying more — just doing what I love.

Wow. I never would have gotten here if I had paid attention to goals.

I would have been a sorry failure, and would have moved onto something else. But because I loved the journey of health and sex so much, I just stuck with it because I loved it.

And of course, I cracked the code. Not from reaching goals, but from *focusing on process*.

You immerse yourself in each step, finding joy and satisfaction in the act itself. This is not about blind repetition but mindful engagement. Each step becomes an opportunity to learn, grow, and refine your skills.

And there is nothing easier to focus on than sex.

## **The Joy of Mastery**

Sterner's book highlights that true mastery comes from a deep engagement with the process.

When you focus on each step, you enter a state of flow — a mental state where you are fully immersed and energized by the task at hand.

This is very true of sex, especially the way I will show you. It's all about enjoying the journey.

There is literally no arrival, no "coming" to a place, no time when the "tension" is relieved. It's all just massively pleasurable... and when you think it can't possibly get any better, it does get better.

This state is inherently satisfying. You lose track of time, your worries fade, and you experience a profound sense of fulfillment, joy and pleasure.

Making this shift created so much more joy and abundance in my own life and I've seen it work for thousands of others as well.

## **Building Masculine Energy**

As you follow the steps of the Masculine Maximizer, you'll notice a transformation over time. Focusing on the process helps you build your masculine energy.

At first, focus is really hard. I was so used to perpetual distractions — the iPad, text messaging, so many interruptions. Then I realized one day that focus is a skill, and all skills improve with practice.

My masculine energy was being built as I lay in bed, either alone or with my wife, practicing. My focus time got easier. The skill of focus got better with practice.

I never bring my iPad or phone into the bedroom because I want to just focus on my wife and myself. I found this focus practice has really helped my concentration not just in sex but other areas, all other areas really.

This energy is not just about physical strength but also about mental resilience and emotional stability.

You become more grounded, more present. Each step you take reinforces your sense of self, your confidence, and your ability to navigate life's challenges.

## **Transforming Your Life**

When you focus on the process, your whole life gradually improves. You start to see progress in areas you hadn't even considered.

For me, I went from relative poverty and always worrying about money, to a place of comfort.

I have a beautiful place on the beach, and I also have a wonderful little place in the big city. I never dreamed I'd have two homes and such prosperity. It was never a goal of mine.

It just happened as I enjoyed my journey, and began using the Masculine Maximizer.

And not just material abundance...

Relationships improve because you're more attentive and present when you are focusing on process.

Your work becomes more fulfilling because you're engaged and invested in what you do rather than focusing only on goals.

Your health improves because you're mindful of each step you take toward well-being. There is no such idea as "completely healthy."

I've found everyone has some health issues. The key is whether you are moving towards greater health, or moving away from greater health to lesser health.

Even health is a process, not a goal.

## **A Practical Example**

I'll refer back to my experience learning to play musical instruments. If your goal is to play a complex piece flawlessly, it might feel overwhelming.

When I started, I couldn't blow into the instrument, let alone play a piece.

I practiced blowing through the thing. I practiced reading music. I took lessons.

I studied and practiced. I broke things down. I began being able to play notes, then scales, then a few notes at a time.

With music, you celebrate small victories—playing a difficult section correctly, improving your timing, getting the right tone. Blowing into the damn thing and making a noise. Hey, that's progress!

Each practice session becomes rewarding, and before you know it, you can play the piece effortlessly. It also means you enjoy the practicing itself, not just the performances you are able to eventually give.

There is a well known old ad, "They laughed when I sat down at the piano...but then I started to play."

It's a fantasy to sell a music course. The fantasy is that you can effortlessly learn something as difficult as playing the piano well, in your spare time, without your friends knowing.

Nothing really works this way. But the way it should work is that you focus and love what you do, whether it's practicing for the race, or running the race, or winning or losing the race.

I had terrible health troubles as a baby and they continued growing up. I was in and out of emergency rooms. I was eventually on six medications. I doubted I'd live past age 50.

I could barely walk half a block.

And yet... when I became a health researcher, I was able to discontinue ALL my medications... and I became a runner!

This is me:



*I could barely walk half a block. Now I could run races! I ran barefoot only. And in a race with at least 2500 people, how do you think I did?*

I was the #1 winner amongst all barefoot runners. And I was last place overall.

That's right. I was running with very good runners, and I was last, along with a guy in a wheelchair, and a one legged veteran.

But I ran the whole way and I finished. I loved it.

I loved the practicing. I loved going out onto the street barefoot in the mornings. I loved wandering from neighborhood to neighborhood, running.

I had never been able to run in my life.

Then I decided to challenge myself by racing. Not to win. Just to race.

And I loved racing. I loved the early cold pre-race time spent warming up. I loved everything.

I loved the process.

## **How I Went From a Weakling to Deadlifting 450 Pounds**

When I began lifting weights, I couldn't lift 80 pounds.

I just loaded a little more each time, and focused on improving my form. I read up on form from a brilliant teacher, Stuart McRobert, and practiced and studied and just kept loading on a little bit more weight.

Eventually I did 450 pound deadlifts. I loved weight lifting. Loved it.

That's the power of process.

When you are becoming a Maximizer, you do it by just focusing on process, on the journey. That's your practice.

Take each single step and focus on doing that thing really well. Then do the next step.

Before you know it, you will have amazing sexual experiences, abundance in your life, and attract exactly the right kind of woman (or women) into your life.

If you can learn to focus on the process, then everything becomes so much easier.

And really fun.

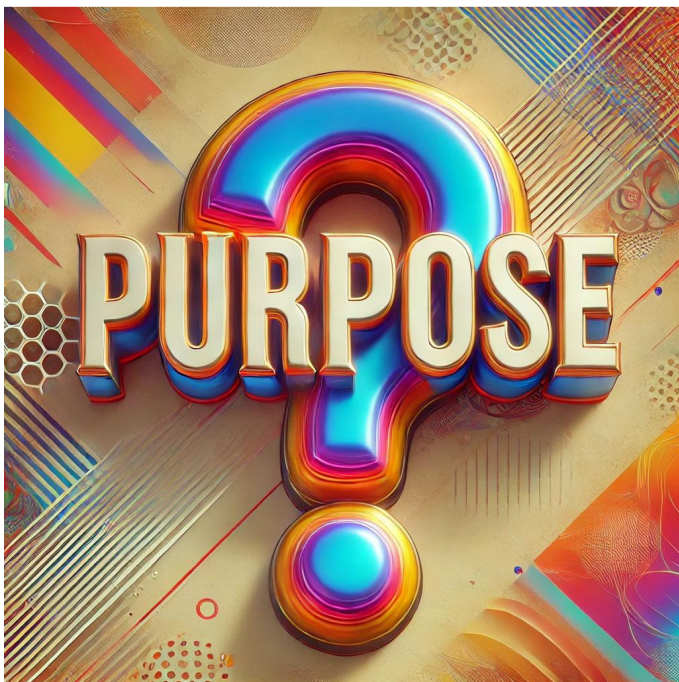
Now, goals aren't all gloom and doom. You can sometimes get to your goal by focusing strictly on the goal, but it's a pretty miserable way to live.

Remember: it's bad if you reach a goal, and bad if you don't. That's why goals aren't really a good way to live.

Instead it's better to reach your goal not through fixation on the goal, but fixation on the process, the journey. I mean through dedicated, mindful practice and enjoying that practice.

Like I learned to run and like I learned to lift, and like I learned to love. Sounds corny, but it's true!





*It's really normal to wonder about the purpose of your life.*

So now let's move from process, to purpose, shall we?

What is the purpose of life? This can be very stressful — but it won't be by the time you finish this chapter.

When we say, what is our purpose, we are talking about intention. What do we intend on being or becoming?

Many men struggle with the idea of intention of their life, and this is understandable.

The answer is often a flippant, "do what you are passionate about."

But what if you don't feel passionate about anything? Or what if you don't know what makes you passionate?

I'm going to tell you something right now that is somewhat controversial but that I believe is the truth.

## **You do NOT need a purpose in life to have a happy and fulfilling life.**

I know this sounds weird to many people, but it's 100% true. You don't need a purpose. It's a myth that you do.

So if you feel weird because all your buddies have a purpose in their lives, but you don't have one in yours, listen up.

They are B.S.ing you. They don't believe they have a purpose. Most of us don't. We don't think about it at all!

But if you WANT a purpose to your life, then I would say that you should consider making your purpose in life center around three things:

God,  
family,  
pleasure.

God is everything. God is good. I believe God wants the best for us. I'm a panentheist, meaning I believe God is everything and everywhere, and that we are all within God. I believe God is love and good and there is nothing outside God.

I hope you believe in God and if not, you reconsider. It's a lonely place, when you don't believe in God.

Moving on, I put family next in my list of life purpose.

Family is everything too. Family is good and wonderful. I have immense satisfaction and pleasure from my family and couldn't imagine life without them. I feel sorry for childless couples, and I think that dogs and cats are not replacements for family.

I would do anything for my family without giving it a second thought — and if you have a family I'll bet you feel the exact same way.

So the third item on my life purpose list is a weird one — pleasure.

We are taught that pleasure is kind of a guilty thing, a little shameful.

But pleasure is what makes life worth living though.

God gave us sexual pleasure to drive everything else in life from reproducing to having fulfilling loving relationship with our partner.

I get pleasure from many things, so sexual pleasure is just one of many pleasurable activities for me.

I get leasure from doing good work. Pleasure from helping others. Pleasure from spending time with my children.

Pleasure from overcoming difficult obstacles.

So for me, life is really about God, family and pleasure.

If you focus on these three things, my experience tells me that you can enjoy your life in ways that you didn't think were possible.

You don't have to be trying to go anywhere. Your intention is to be the best man you possibly can be.

When I experience hours of pleasure every day, it just boosts the success that I have in my life and doesn't take away from it.

I have found again and again, that there is a connection between massive sexual abundance, and massive success in life.

Material success and success in doing what you love comes to those who experience sexual abundance... provided they don't ejaculate too frequently.

Embrace the pursuit of pleasure through the principles and techniques in the Masculine Maximizer, and you can find your entire world coming together in unexpected and delightful ways.

## **The Breakfast Connection**



*Taking care of your body and mind sets the foundation for everything else.*

Let me start with a seemingly mundane conversation I had recently.

My friend and colleague, Heather Hallman, and I were discussing our breakfast routines.

She had masa harina (corn porridge) with salt, pepper, and butter.

I had two glasses of milk with strong coffee and collagen, along with a mango.

You might wonder what this has to do with purpose...

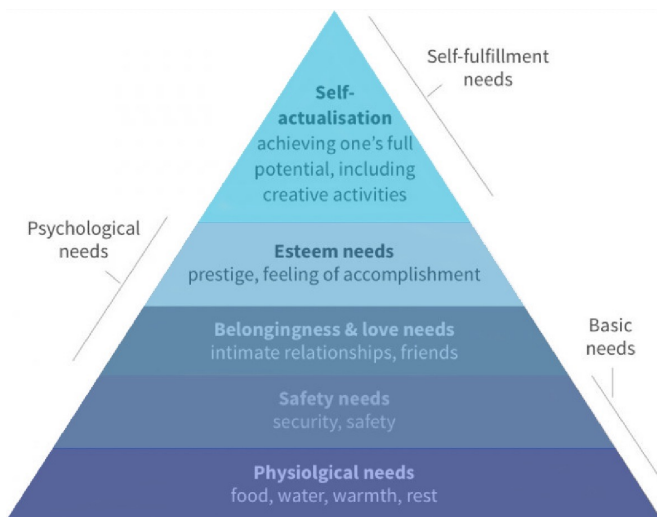
Well, it's simple. Taking care of your body and mind, especially for breakfast, sets the foundation for everything else.

Just like breakfast fuels your day, a healthy body and mind prepare you for any purpose you might choose, any intention you may have.

## The Link Between Taking Care of Yourself and Purpose

If you're taking care of yourself, your brain and body are ready for purpose. Otherwise, you're in the mud.

You can't move forward if you're stuck worrying about basic needs. This is similar to Maslow's hierarchy of needs.



*Maslow's Hierarchy of Needs. Courtesy of wikipedia.org*

The base of the pyramid is food, shelter, and clothing. Without these, everything else falls apart.

Once these needs are met, you can move up the pyramid...to love and connection...to showing off to others and feeling like you are achieving and accomplishing...towards the top of the pyramid that represents self-actualization and purpose.

But if you don't feel you have a purpose, no need to feel anxious about it

## **How to Overcome Purpose Anxiety**

Many people feel anxious about not having a clear purpose. This "purpose anxiety" stems from societal pressure to have a defined life mission.

But in reality, most people don't have a specific purpose, and that's okay.

My nephew, for instance, built an NGO in India electrifying villages. He enjoys it, but does it define his life purpose?

Not necessarily. It's just something he likes doing right now.

Like I said earlier, you don't need a purpose that is all encompassing. Or any purpose at all. You'll see what you love to do, what you enjoy, and that is often enough.

And beware of "deciding" your purpose too soon...

## **The Illusion of Early Decisions**

I knew a woman who decided at age five that she wanted to be a veterinarian. She followed this path with tunnel vision and became a vet, only to retire early because it wasn't truly her calling.

She spent so much time and money pursuing this dream that she had as a child... a child who doesn't really know the world enough to make such a commitment as "I'm going to be a veterinarian."

We don't always know what we want at a young age, and that's perfectly fine.

Life is about discovering what brings us abundance and joy, not about sticking to a decision made in our early years.

## **Nature's Purpose is Existing**

Think about the life cycle of a butterfly. It's fascinating, but what's the point? The butterfly doesn't know its purpose; it just follows its instincts.

But the butterfly fits into the complex ecosystem of life. It is part of God also. Butterflies pollinate, like bees do...and butterflies are the food source for many other animals.

Everything, including butterflies, already has a purpose. We don't need to add our ideas of purpose — the purpose is built in to the existence of a butterfly.

Purpose is built into your existence also.

And that's why we don't need an idea of some grand purpose.

Our purpose can be as simple as doing what feels right and brings us joy. We already have that purpose, whether we recognize it or not.

But often we feel we must have some higher purpose, because we feel that other people are judging us if we don't.

## **How I stopped caring what other people think**

One of the biggest obstacles to finding joy in life is worrying about what others think.

People often do things to please others, which leads to regret. Studies show that on their deathbeds, people often regret not doing what they wanted because they were too focused on pleasing others.

Byron Katie, a renowned teacher of mine, says, "If I had a prayer, it would be this: God spare me from the desire for love, approval, or appreciation."<sup>2</sup>

We just spend so much time wanting to do stuff for other people, and not ourselves. How silly of us.

One of my favorite book titles is something along the lines of, "What do you care what other people think?"<sup>3</sup>

The book is about the life of Dr. Feynmann, the famous physicist who led a life that was certainly quite unique and different.





*Richard Feynman, courtesy of wikipedia.org*

That's who I like to emulate, a person that doesn't care what other people think.

I feel that trying to meet other people's expectations is just so tiring, so insincere, so awkward and difficult — because we shouldn't be doing it at all.

Trying to please others is painful! That should be a clue that it's a mistake.

We should be doing what pleases us.

At this stage, of course, people say, "Well, if you're just trying to please yourself, aren't you just selfish?"

## **Why I don't sit around stoned all day**

Aren't you just going to sit around and smoke marijuana and drink alcohol and play video games all day?

Well, congratulations.

You've just described today's very young people and some not-so-young people.

Seriously, I don't think that a normal, healthy person is going to live life that way.

We have a lot of people in our world who are extremely stressed right now.

They don't feel that they have any kind of future.

They don't have any possibility of love in their life.

And so as a result, they feel helpless.

Psychologists such as Martin Seligman have studied this helplessness, and they call it learned helplessness.<sup>4</sup>

It's the feeling that you can't improve your lot, that you can't fix your life.

It's the feeling that you are stuck.

Dr. Seligman did experiments with animals that were not very nice. But he showed that you can train animals to NOT avoid pain, simply by exposing them to pain and not giving them a way out.

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4. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4920136/>  
retrieved 10-Jul 2024

The animal learns that it has no way out, and it stops trying to avoid the pain because it believes it can NOT avoid the pain.

The condition where an animal doesn't try to get out of pain — Dr. Seligman called this condition learned helplessness.

That's how so many people are living today — in a condition of learned helplessness.

They feel unable to alter the direction of their life.

They feel unable to get more abundance, unable to pay off their debts, unable to meet a woman and settle down.

They feel unable to do anything differently.

So many men today are living in a condition of learned helplessness without realizing it.

And it creates massive depression and anxiety.

Since you can't fix your life, people think, you might as well drown your sorrows in drugs and alcohol and video games.

## **What Rat Park shows us**

Rat Park is a fascinating study of addiction and redemption.

It probably doesn't surprise you to learn that you can get rats addicted to heroin or barbiturates.

You can put drugs in their water and the rats drink it and they get addicted.

If the rats live in little cages they like drinking the water laced with heroin or barbiturates.

But now you take those rats out of those little cages and you put them in a marvelous playground for rats....

...something dramatic happens...

There are many other rat friends and rat buddies and rat girlfriends.

There are many things to do in Rat Park.

There are many things to explore and discover.

Now you offer that addicted rat more heroin or barbiturates — and that addicted rat says no.

He is no longer addicted.

He simply doesn't have any interest in those drugs anymore because he loves his new life in Rat Park so much.

And this is true of people just as much as rats.

When we're living in a terrible existence, when we are experiencing learned helplessness, we find relief in drugs and alcohol. If we can find our own version of Rat Park where we can discover and enjoy and learn and have friends and have a social life, we are no longer interested in drugs or alcohol.

And that's why I have no interest in drugs or alcohol.

I find myself accomplishing and achieving and getting out of bed with great cheer and happiness virtually every day.

I don't push myself.

I don't try "motivation".

I just find myself doing what I enjoy doing, and that does not include laying in bed all day, or getting drunk, or playing hours of video games.

If you enjoy a little drinking, or a little marijuana, or you like to play video games now and then, this is not a knock on you.

My point is, that a healthy person, especially a Maximizer, loves doing things, and feels somewhat in charge of his own destiny.

So he doesn't have to escape through drugs.

He does not want to escape because he is enjoying his life so much.

I think that you will feel this way, too, if you don't already.

You're experiencing such connection and pleasure every day, even if you don't yet have a partner, that it creates feelings of abundance in your life, and draws good things to you.

And if you don't yet have a partner...  
 You certainly will have a partner soon...  
 ...because you can now practice being a Maximizer by yourself —  
 and attract amazing women to you just by being who you are.

## **Is Pleasure a Guiding Principle of Life?**

So, is life about pleasure? I believe it is.

But I define pleasure broadly. It's not just about hedonistic pleasures, but about feeling good through meaningful actions.

Helping others, building relationships, and achieving personal satisfaction are all forms of pleasure.

When you align your life with activities that bring you joy and fulfillment, you're living your purpose, even if it doesn't fit the traditional notion of a life mission.

The principles of the Masculine Maximizer focus on enhancing and increasing your masculine drive, which leads to an abundant life, and it's pleasurable from the moment you begin practicing, through to the end. In fact, there isn't any end to being a Maximizer...

By being a Maximizer, you can achieve everything you want while enjoying the journey itself. The pleasure brings you so much.

As I show you what to do, please focus on each step. There will be no prizes for winning. There will be no goals here to reach.

And focusing on each step, on your pleasure, on your sensations... this will lead you to waves of orgasmic pleasure for hours at a time... without having an ejaculatory orgasm end the whole thing (temporarily).

You're building your masculine energy...your drive is massively increasing... women want you and men want to do your bidding...

...and your whole life is getting better and better. Each step in this journey is an opportunity to grow, to do more, to experience new levels of pleasure.

By immersing yourself in the process of pleasure as a Maximizer, you are already finding that you are reaching your goals the moment you begin, should you have any goals.

Yay you!!!!

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Struggling to enjoy life's journey?

My Goals vs Process sheet helps you shift from outcome-focused thinking to finding joy in the process itself.

Scan the QR code to get your free mindset transformation guide.



## Chapter Four

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# What Actually Happens to Men's Sex Drive

**I**n this chapter, I want to talk about what most hurts Maximizers. I sometimes call these Libido Leaches.

I would hate to have a leach attached to my body. But I have to admit, even leaches have their value.

Leaches are used medically for instance. And there are benefits to these Libido Leaches also.

But you have to be careful about leaches...

I'll start with porn and later point out how I harness and use porn a certain way.

But for most men, the way they use porn, makes it by far the #1 Libido Leach.

Years ago, I was part of a secret online group of guys and gals who focused on what today I call Nirvana Sex.

Apologies if you have a religious connotation about Nirvana, but I use it to mean the glorious and wonderful path to disappearing into the whirlpool while you are having sex... in a way that goes on, and on, bringing you almost endless pleasure...

...timeless...without end...and with wave after wave of orgasmic pleasure.

So to me, that defines Nirvana, and this type of sex is Nirvana Sex.

Then in our little group there came a time when young men poured in. Hundreds. Thousands.

They all were suffering from erectile dysfunction. Some of them had thought they were straight but now after years of porn use, thought they may be gay.

We learned to work with those young men and we helped them get off of porn. I helped countless men.

One case I recall well was a man who had not had intercourse successfully even into his 40s. With my help and getting off porn, he was able to have fantastic erections and have an orgasm inside a woman... he more than made up for lost time!

I have coached about 80,000 men over the past two decades, and porn is without a doubt the #1 enemy of most of these men when it comes to erection quality, their relationship with their partner, and their attraction for their partner.

Most men are surprised to find out that <sup>1</sup> porn can cause poor erection quality and <sup>2</sup> make it almost impossible for some men to have

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1. [https://www.yourbrainonporn.com/wp-content/uploads/2019/12/Annex-13-TIME-Cover-Story-featuring-Wilson-Porn-Induced-Erectile-Dysfunction-Is-It-a-Virility-Threat-Time.com\\_.pdf](https://www.yourbrainonporn.com/wp-content/uploads/2019/12/Annex-13-TIME-Cover-Story-featuring-Wilson-Porn-Induced-Erectile-Dysfunction-Is-It-a-Virility-Threat-Time.com_.pdf)

2. <https://publichealth.jmir.org/2021/10/e32542/>



erections with a real woman. They don't know that's the cause of bad erections, because no one talks about porn and erections.

And there is a lot of money in the porn industry, so they aren't going to tell you what porn is doing to your erections and your sex drive. Porn is 1/3 of all search engine queries, and is worth \$14 billion in the US alone, almost \$100 billion worldwide.

With that kind of money, there is widespread censorship. The censorship is over anyone detailing the problems porn can cause.

My friend Marnia Robinson's late husband, the amazing Gary Robinson, created a website, [YourBrainOnPorn.com](http://YourBrainOnPorn.com), and many websites and sub-Reddits sprouted to help men get off porn.

Thank you Gary, who art in Heaven, you helped countless men and their future wives and girlfriends, sons and daughters and the whole nine yards. You are very much missed.

So in all that work, between my coaching over the past years some 80,000 men, and work from Gary and Marnia and others, I have learned there is intense hostility to anyone who is not porn-positive. If you aren't for porn, you get yelled at, ridiculed, called a Victorian, and canceled.

But the truth is the truth. It gets out.

I've seen it over and over again with men in my programs — and I have experienced this effect myself. I used to use porn extensively and it caused me problems with erections, problems with connecting with my wife, and problems with how I viewed other women.

Porn depletes your masculine energy like almost nothing else can, and that's the truth. I'm not going to sugar coat this because it's just too important and you need to know the reality of what's going on.

Here's what happens. When we get wired to something that is very rewarding, we build well worn pathways in our brains. The neural

pathways are like paths in the forest that the Native Americans and animals use to navigate their way to watering holes.

These pathways in your brain are neurologic, but they are very real. Once you experience a great deal of pleasure from an activity, the pathways are carved out in your brain, and the longer you engage in that activity, and the more pleasure it brings, the deeper the neurological pathways are.

When I was prepubescent, I went to a bookstore. I bought a book of hardcore porn. Old style written porn. Written out with some pictures. I got really into it and would read it and masturbate to it.

Even as a very young adolescent, I was a porn user every day. I would look at more and more porn and grew to depend on it for sexual stimulus.

After marriage, I continued my porn habit while my wife was sleeping in the other room.

For many men, porn is incredibly addictive and has a powerful draw that keeps you using it.

The pathways in my brain for porn are very deep and will never disappear. They are like pathways that a former alcoholic has, or a former heroin addict has.

Anything that is a super stimulus to our brain's reward circuitry is going to etch deep neural pathways in the brain, pathways that will never disappear for as long as we live.

The pathways are always there, and you can activate them in a heartbeat even if you haven't used porn or alcohol or drugs for decades.

You know the expression about never forgetting how to ride a bicycle? Same with porn, or alcohol addiction, or drug addiction.

Our brains are forever and permanently primed for whatever that habit has been for us. We never forget the pleasure of porn, or alcohol, or drugs.

When I kicked it completely, I started reading about brain neuroplasticity. Your brain has these really strong pathways and they'll always be there.



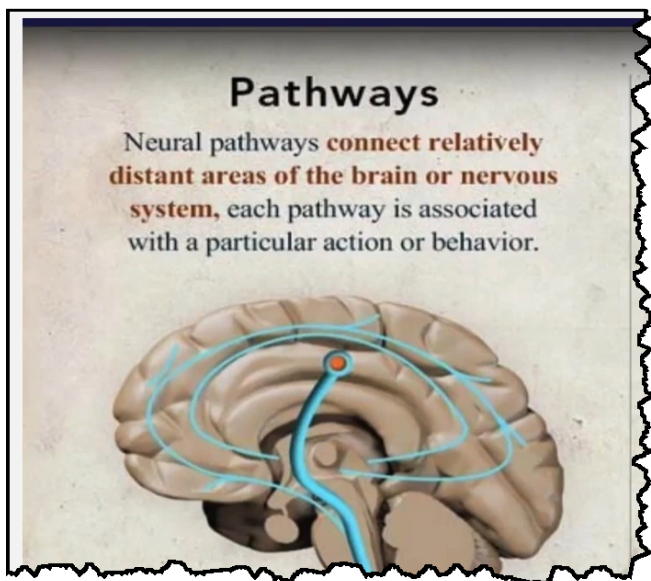
*You aren't trapped  
in your current  
behaviors. You  
CAN change your  
brain. Retrieved  
6-23-2024  
<https://www.behealthywithana.com/post/rewire-your-brain>*

**But the brain is also something that changes its literal shape and structure.**

This is known as neuroplasticity — your thoughts and your experiences change your brain physically.

That's really good news, because it means that if you are currently experiencing porn related ED or sexual problems, that you can change the brain pathways that are causing it — and the entire structure of your brain will change the way you want it to.

They used to always say you couldn't grow new nerves, but now they've found you can and do grow new nerves and you etch new neural pathways.



*You can change your neural pathways to get the life you want! Retrieved 6-23-2024 <https://www.behealthywithana.com/post/rewire-your-brain>*

These neurological pathways are very real. And all experiences and thoughts physically change the structure of your brain.

But as I said, for something immensely rewarding such as sex, alcohol or drugs, the pathways are very deep and very persistent.

It has to do with the reward circuitry in the brain. Anything that activates the reward circuitry will etch very deep pathways very quickly.

Sex is a high reward behavior. Sex creates very deep pathways — sex will quickly change the structure of the brain.

That's what porn is and why it is so dangerous done wrong. It wires the brain to seek out specific behavior which is masturbating to porn — NOT sex with a real woman.

The problem is that when you get that reward all the time, you often lose interest at what you've been looking at and masturbating to. The material becomes old and boring, so you seek out novelty.

Novel sexual behavior, meaning novel porn.

I've seen straight guys who latched onto shemale porn. Who ended up thinking they must be gay because these men started using video porn at a young age, and began escalating to increasingly extreme forms of porn as the old stuff became boring.

When we talk about activating reward circuitry in the brain, we are speaking of getting a spurt of the hormone dopamine. Porn creates dopamine, and we get hooked on that rush of dopamine. But the rush wears off, and only more extreme porn can activate that spurt of dopamine.

Real sex and real erections become boring to the porn-addicted brain. So does the normal road of life and achieving what you set out to do in life. That becomes boring too.



*Escalation is  
common as you  
expose your brain  
to more and more  
supranormal  
stimuli. Retrieved  
6-23-2024  
[https://www.beheal  
thywithana.com/po  
st/rewire-your-brai  
n](https://www.beheal<br/>thywithana.com/po<br/>st/rewire-your-brai<br/>n)*

We call any stimulation that is above normal "supranormal." Normal would be masturbation. Supranormal stimulation would be mas-

turbating to video porn of various scenes that would be very unlikely in real life.

Supranormal stimulation makes real sex less interesting and makes it harder for a man to get and maintain an erection.

Your reward circuitry is now used to relying on this super stimulation.

So instead of seeing a real in-person woman and connecting with her, you're using porn scenes.

Supranormal stimulation.

Also what's bad about porn, is it's not about experiencing sex. It's about watching others experience sex.

Porn makes you into a voyeur. You begin wiring your brain not to having sex, but to watching OTHERS experience sex.

This is why porn leads to so much sexual dysfunction and dissatisfaction in life.

You're in your head watching others have sex in a fake porn scene. This is a terrible thing for relationships AND it can dramatically affect your ability to have a deep, loving connection with your woman.

Look... I know that what I'm telling you isn't popular and it isn't mainstream, but it's the truth and I'm telling you because I want you to have a great life.

The key to fixing this is to quit porn and triggers. At least, quit porn the way you have been using it.

Later on, I'll show you how you can use a certain type of porn in a certain way, and actually use it to your advantage.

At this point though, you want to begin the process of pulling away from porn, and that means, cutting out the triggers in life that make you want to masturbate to porn.

It also may mean limiting time spent on dating sites, or Youtube videos. Anything that is sexually exciting — what we used to call titillating (what a great word) — is a trigger and you should use a technique to distract yourself from it.

Dating sites are harmful in the recovering porn addict too, by the way. They incite sexual fantasy that can lead to porn use.

When you get rid of all the triggers and give yourself a limit on dating sites, you can start to eliminate the negative effects porn have had on you for, like, forever.

But anything that feels stimulating or arousing will bring you back to those porn-filled neurological pathways.

If you do decide to quit porn, your penis will be flat and lifeless for a while. This is called flatlining.

And it can take several months to get better. I'm telling you this so you can be prepared if it happens to you.

It's not a bad thing, although it will feel bad at the time, but it means that you are on the path to becoming a Masculine Maximizer.

I used to drink quite a bit, although I was never what you would call an alcoholic. One day, I said to myself, "I'm not going to drink for awhile," and that was 25 years ago. I still haven't had any alcohol.

But for a few months after I quit, the world was gray and boring, and I felt like life was drab and uninteresting. I felt like my life was an old boring black and white television program.

Over time, my brain became used to not drinking alcohol, and that feeling of black and white faded and I began experiencing exciting programs in color. Same with ending any addiction, including porn addiction.

Flatlining is what happens when we quit porn. It's the same as with quitting alcohol. The world is drab, gray and boring.

But besides that, as a man, my dick stopped working for anything but taking a pee. For a few months, then it came back better than ever.

This is very normal and common.

## **Two Easy Ways to Kick the Porn Habit**

I did find a good solution though. You can avoid flatlining, or "dead dick syndrome" with my discovery. I wish I had known of this before.

My discovery that helps with flatlining is oxytocin activities -- like naked cuddling — with a woman.

Quitting porn requires quitting not just the porn, but the triggers as well, and oxytocin-building activities got my penis fired up pretty quickly so that I stopped flatlining.

Since then, I've shared this information with countless men and thanks to oxytocin-building activities, they too quit porn easily and without flatlining.

One key: it helps to figure out what job porn is doing for you. It might be to help you fall asleep or you might use porn when you are bored, or it might be to use it when you are feeling sorry for yourself and a little depressed.

This is a second technique which works, called replacement behaviors.

You make a list of the times you use porn, and the job it is doing for you. Then next to each time you would normally use porn (falling asleep, bored, or feeling down in the above example) you put a DIFFERENT activity that you mentally agree to do INSTEAD of porn.

So instead of falling asleep with porn, I'm going to read a book.

Next time I'm alone, I'm going to the coffee place down the street.

When I'm feeling down, I'm going to go to the 24-hour gym and work out.



Those are three replacement behaviors in my example — but yours may be different of course.

To avoid using porn, you need to replace the porn behaviors with new behaviors.

Deciding a replacement behavior in advance is really key to getting rid of a destructive habit. But you have to make this list and decide BEFORE you use porn. You can't do it when you are already fired up and horny for porn. You have to make your replacement behavior list in advance.

I've got to be honest with you, quitting porn isn't easy, but quitting can help you regain your sexual function, transform your relationship with women in a positive way, and increase your male energy levels. To me, that is well worth it.

And as I said, you can use a little bit of porn (not videos though) in a different way... more on that later...

The second Libido Leach has to do with the Orgasmic Cycle.

## **The Orgasmic Cycle**

You undoubtedly know that many women can have multiple orgasms rather easily. About 42% of women regularly have more than one orgasm.<sup>3</sup>

Of course, for men it's different. Men conclude a sexual act with ejaculation, and then it's game over until they can maintain an erection again.

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3. <https://www.tandfonline.com/doi/abs/10.1080/00224499.2020.1743224>

And we already discussed how prolactin spikes when we have an ejaculatory orgasm — and the high prolactin kills our interest in sex and it kills our erections.

This period between ejaculation and the next erection is known as the refractory period.

Prolactin creates the refractory period.

If we don't have prolactin spiking, we can stay erect and continue having sex even if we just had an orgasm.

The refractory period happens because of a release of <sup>4</sup> prolactin in the body during and after the male ejaculatory orgasm.. The hormones create a sensation of having enough, of being full and not being interested in sex anymore. At least for "now."

For young guys, this refractory period can last for 10 to 15 minutes. In my adolescence, I regularly could have 15 ejaculations in a day! (Note that was by myself. I was a lonely masturbating boy, sadly.)

If you're an older man, after you have an ejaculatory orgasm, the refractory period can last for several days.

This is the normal cycle for most guys who do sex the traditional way.

Fertilization sex.

**The good news is that through a little known (but easy) technique that I'll go over in this book, men can also have multiple orgasms.** This is not only exciting, but it will exponentially increase the pleasure you feel from sex AND your sexual power.

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4. <https://pubmed.ncbi.nlm.nih.gov/16095799/#:~:text=Research%20indicates%20that%20prolactin%20increases,neurohormonal%20index%20of%20sexual%20satiety>.

For reasons of male health and the pleasures involved, I ejaculate occasionally... but since doing the Masculine Maximizer methods, I stay rock hard after an ejaculatory orgasm and can continue having intercourse.

And I frequently have erections that last 45 minutes or an hour, even without manual stimulation or erotic thoughts.

Yeah. Crazy, right. But you can probably do it too.

Now, after orgasms, for both men and women, besides the refractory period -- I must talk about the REST of the orgasmic cycle.

The next stop in this journey is...the third Libido Leach...

## **The Coolidge Effect**

The Coolidge effect is named after President Coolidge, and it means that when we have sex -- especially hot sex — that we will be interested in people other than our partner right after sex.

And here is the story:

The President and Mrs. Coolidge were being shown [separately] around an experimental government farm.

When [Mrs. Coolidge] came to the chicken yard she noticed that a rooster was mating very frequently. She asked the attendant how often that happened and was told, "Dozens of times each day."

Mrs. Coolidge said, "Tell that to the President when he comes by."

Upon being told, the President asked, "Same hen every time?"

The reply was, "Oh, no, Mr. President, a different hen every time."

President: "Tell that to Mrs. Coolidge."

For instance, if you have a male rat in a cage with a female rat, he will get tired and not want to have sex anymore. But if you put him in a new cage with new receptive female rats, then he all of a sudden starts having sex again.

He gets it up for new females.

Both men and women have this effect. It's biological.

If sex includes an ejaculatory orgasm for the man, or one or more orgasms for the woman, then each partner afterwards will be **more interested in other people for a while, sometimes for a week or two.**

Also, the hotter the sex, the worse this Coolidge Effect really is.

So standard, fertilization sex makes us more interested in OTHER partners.

And there's more bad news about standard fertilization sex.

When people have an orgasm, they tend to be kind of ornery and a little unpleasant. They want their space.

Women tend to create drama.

Men tend to want to go to sleep and above all, be left alone.

I had a good friend who reported that after he had sex with his girlfriend, he just wanted to get out of bed and leave the apartment.

He just couldn't stand being with her after he had had an ejaculatory orgasm.

This is kind of extreme, but to one degree or another, it's how all men feel after an ejaculatory orgasm.

For both men and women, the Orgasmic Cycle begins after orgasm and can extend for many days, even a few weeks.

Symptoms often resemble the emotional fallout typically attributed to women, like moodiness, or to men, such as being ornery, difficult, and unpleasant.

This manifests similarly to the Coolidge effect, where there is a decreased interest in one's partner and more interest in others.

During this post-orgasmic period, individuals may experience a general bad mood, depression, anxiety, feelings of being trapped, and unexplained emotional turmoil.

This emotional rollercoaster can bounce back and forth between partners, potentially lasting several weeks.

There's only one exception, and that exception is during the honeymoon period when you're first getting to know somebody.

The first few months, maybe the first year, you can't get enough of each other, and there is very little Coolidge Effect, and there is less drama after orgasm...usually.

But after this honeymoon period inevitably ends, that's when the Coolidge Effect really kicks in, and that's where we start getting all kinds of fallout from orgasms.

**"I don't believe this. Orgasms bring us together, they don't drive us apart."**

I didn't want to believe it either. So I kept a very careful record over the next year.

A	B	C	D	E	F	G	H	I	J	K
Date	PTV etc.	Vaginal (C)None, (N)ore	Duration of intercourse	Intensity 1-10	It happened or (T)ried Mood 1-10	Remarks	Snuggling duration	Sleep quality	14 Day after orgasm date	
1/18/11	PTV	V	15		2: H	Vaginal penetration after 20 minutes of flogging and kissing	40		2/20/11	1
1/20/11	PTV	N	10			0: morning plug-in after short snuggle she fell back she was getting a cold by evening	40			2
1/22/11						No snuggling at all in the morning due to 7: Cc - wetness	45			4
1/23/11	PTV	N	20			7: she had a bad cold				5

*A screen shot of my spreadsheet tracking our personal Orgasmic Cycle.*

And I found that this Orgasmic Cycle is dead on. Completely 100% correct.

All of our incidents where one of us would get mad at each other or explode or withdraw or become emotional or silent — all that was following orgasms.

The more intense the orgasms, the worse the effect was afterwards.

The effect wasn't immediate either. It oftentimes was a week later that one of us would fight, or get emotional, or withdraw, or lash out.

These incidents are so common in long term relationships that we don't even think there is a problem. It seems normal to fight with each other all the time.

## **The secret to a harmonious relationship, but only all the time**

So I tracked orgasms and mood and incidents very carefully, day after day, week after week, month after month, and actually for at least a year - maybe even two years.

And what did my tracking reveal? There is complete, 100% truth to the orgasm cycle.

If you keep your own record of these incidents in your relationship, you'll see the same thing.

My wife and I have had an exceptional marriage and relationship.

And even we, with our strong connection, still experienced common arguments and bickering faced by other couples.

We'd have silly fights, one of us would withdraw for no apparent reason, or I'd get mad about something stupid.

Sometimes, when I got angry, I'd dig in my heels despite knowing the issue was trivial. The more I dug in, the sillier it became, and I'd become so stubborn that I felt compelled to keep arguing.

We also struggled by withdrawing from each other, which could lead to destructive behaviors like online chatting, porn use, or excessive spending.

These kinds of issues are normal for almost all couples, but I've found a way to avoid these problems almost entirely.

And let me assure you, our relationship is 100% fantastic and virtually drama-free since I discovered the truth about the Orgasmic Cycle and learned how to become a Maximizer.

It doesn't matter if one partner becomes a Maximizer while the other continues having orgasms – it still leads to an incredibly fulfilling relationship that's hard to believe, it's so good. It's mainly the man who needs to lay off ejaculatory orgasms to assure the most amazing relationship ever.

(And as a Maximizer, I'll be showing you how to have orgasm after orgasm for hours if you want...without any fallout at all!)

You'll be impressed each time you observe other married couples bickering over petty issues... because those conflicts will no longer plague your own relationship.

Instead, you'll live a life packed with almost unlimited love and tenderness — that many people think is just a fairy tale – but it's very real.

And your relationship includes the most pleasurable, deepest connection...the best sex that you have ever experienced in your life. And then the next time you have sex — it's even better than it was the last time.

And this is the best news: I find that as a Maximizer, when I do have an ejaculatory orgasm, I have almost no Coolidge Effect fallout, no Orgasmic Cycle fallout, no bickering, no emotional instability, no refractory period... and we both remain super attracted to each other, like we were when we first met and couldn't keep our hands off each other.

Pretty sweet.

People hate to believe this, even if it is true. The Coolidge Effect and the Orgasmic Cycle is a shock to people. We are taught that sex bonds us, brings us together, and the hotter the sex, the better. We assume that anyway, and it turns out that it is false.

Sex when it's really hot drives us into the arms and sex organs of other partners. We are far more interested in other people after we have any orgasm with a partner, but especially very hot and exciting sex.

The Coolidge Effect and the Orgasmic Cycle creates a lot of cheating, as well as dissatisfaction with our partner. All of it originates from orgasmic sex the normal way.

My friend Marnia Robinson wrote a bestselling book about the Orgasmic Cycle and the Coolidge Effect, called *Cupid's Poisoned Arrow*.

Like her husband Gary, she got a terribly negative reception when doing media interviews and explaining the book to "influencers." There is such hostility to even describing the Orgasmic Cycle and the Coolidge Effect.

But they are very, very real.

But fortunately, as a Maximizer, you will enjoy the best orgasmic sex of your life, for hours at a time, and there is no fallout, no Coolidge Effect, and very little refractory period.

Sounds too good to be true, doesn't it?

Well, read on!



## Summing Up the Libido Leaches



*When you maximize your drive you will see an increase in power in every area of your life. Even in this rubbish AI image.*

You can let your sex drive dissipate aimlessly, as society often encourages, or you can cultivate a high drive.

There's a hack to achieve hours of sexual pleasure daily while maintaining a high sex drive. This approach is at the core of the Masculine Maximizer philosophy — having everything you want without sacrificing your drive.

There are other elements to maintaining a high sex drive, of course.

For instance, good solid testosterone levels are crucial for overall health and high drive.

High testosterone levels protect your heart, build muscle, and maintain a high sex drive. High testosterone protects your prostate too.

Lowish estrogen levels mean you have a very healthy prostate and your body gains muscle easily and you feel assertive and manly.

Exercise can help or hurt your drive.

Of course, being active is very helpful. I'm constantly moving around, walking, running, having fun. I have really enjoyed lifting weights in the past — doing very high poundages and only a few reps, very intense.

And I found that weightlifting and strength training are helpful — but the benefits stop if you are spending hours in the gym.

10 or 15 minutes with heavy weights once or twice a week is usually all you need to support great health as a man and high testosterone levels.

And it's important to walk a lot — and maybe do some running if you enjoy that. Being super active, and lifting weights occasionally, is super healthy and good for your sex drive.

But what if you are fat?

If you are fat, you can still be extraordinarily healthy and you can be a Maximizer. You will probably find that your body fat starts to melt off, but you'll keep good, solid muscle.

High body fat correlates with high estrogen. Lowering estrogen can be profoundly helpful.

And with good testosterone, and lowish estrogen, you will build muscle even if you don't work out.

My wife loves to run her hands over my biceps. I don't work out these days, and I have very good muscles. It's from high testosterone, as a Maximizer.

Of course, you want to maintain an active life — walking, being active in nature, and engaging in a few minutes of strength-building exercises are key to high drive and great health.

And fortunately, a high sex drive contributes to mental health. It's statistically more likely to result in a healthy mental outlook and resilience against mental illness, especially with avoiding depression.<sup>5</sup>

Your new high drive also empowers you to accomplish more, be a better role model for your children and community, and lead a euphoric life. And what's not to love about that?

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5. <https://academic.oup.com/jsm/article-abstract/12/8/1753/6966756>

## Chapter Five

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# The Maximizer Formula



*When you're a Masculine Maximizer you can have sex for 30 minutes to hours a day.*

I'm now going to show you how to build waves of endless orgasms and how to have sex that lasts for 30 minutes or 90 minutes or 7 hours, once a day or multiple times a day.

Then we will learn how to juggle dolphins, and fly to Mars using just our minds. Okay, just kidding. Now I know you are actually paying attention, so on to the benefits of this life of endless arousal.

The foundation of the Maximizer Formula is frequent arousal for a long time every day.

I am fortunate in marrying the best woman in the world, so my wife and I practice this together, but I also sometimes practice by myself and it is totally 100% workable for a single man.

But warning: once you start as a Maximizer, you will be fending off advances from pretty younger women, so you won't stay single very long...

### **Benefits of Endless Arousal Include:**

- **Increased arousal level**, which is super enjoyable and makes life so sparkly and wonderful all the time...
- **Better erections.** My gosh, erections are spectacular. Some men may want a bit of a boost in size and erection quality (EQ) but this is incredible. The fact is, being erect for a long time every day builds incredible blood flow which can lead to greater size and longer lasting erections.
- **More sensitivity when you stimulate your penis.** Sensitivity increases all the time with the firing of new networks of nerve cells that are recruited both in the penis and in the brain. Recruiting these nerve cell networks mean the brain feels more and more pleasure.
- **More frequent erections** including those long-missed spontaneous semis that can happen at any time! Warning: you are back in junior high school...check yourself before you stand up! Maybe wear looser fitting pants. Serious.
- **More interest in art and sculpture and sensual things.** This one is interesting. Your sensibilities and your interest in artistic stuff, and in natural beauty, and your appreciation of beauty begin to increase. Consider a membership to your local art museum. I'm a member of all 3 in my area and go all

the time.

- **More joy and euphoric feeling.** I love the feel of sand on my bare feet, and I delight like a small boy when I am running outside. I run barefoot on the street and just love the feeling so much.
- **More interest in sex, 100 times more interest.** I think that even though we don't realize it, we begin to get dragged down, so it's "just sex" in our minds. I know that most older people, heck even middle aged or young people, have no idea how life changing sex can be, how wonderful it is.
- **More intensity to life.** It's a bit like going from an old black and white movie to vibrant living color. I think the good things intensify. I find myself in tears sometimes when I am with my wife and adult children, tears of joy, and it's super embarrassing, so I hide them. They have no idea Dad is so sentimental. More and more all the time, it's so sweet and wonderful to experience this depth of emotion.
- **More interest in everything every day.** Just simple pleasures are a joy. Watch a toddler smile and take such joy in human connection and in discovery of something simple, maybe a bit of carpet, or a spoon. That's how you will be too! Not quite to that degree when it comes to spoons, but it does illustrate where I'm going with this.
- **Incredible constant memories of recent sexual pleasure.** All day you will have this float-y feeling as you recall the amazing sexual connection you enjoyed in the morning. Morning sex is by far the best, but of course, evening sex is

right up there too. But the memories and feelings of connecting just make it seem like you are floating on air all day.

- **Incredible anticipation of the next round of sexual pleasure.** For many many years, since I began this Maximizer journey, we had more sex than ever in my life, every other day or every day. And so I would either be remembering the past sex, or anticipating our next sex. But now that it's twice a day, life is infinitely better. I wake up sometimes at night and think about my wife first thing and how wonderful connecting with her sexually is going to be.
- **You can do this any time all the time.** I hate to break the mood, but I'll risk doing it anyway. Did you ever watch a group of the most sexual primate, the Bonobos? Bonobos are like chimps, they are primates. But they are constantly having sex, and not for reproduction either. They are rubbing each other, inserting into each other, gratifying each other, before meals, after meals, all the time, any time. How many times a day? Many times a day.<sup>1</sup> Bonobos are my role model now.





[https://commons.wikimedia.org/wiki/File:Bonobo\\_sexual\\_behavior\\_2.jpg](https://commons.wikimedia.org/wiki/File:Bonobo_sexual_behavior_2.jpg)

- Lots of times, my wife and I will be going somewhere and I'll just slip it in and we'll be having intercourse before we leave. And then when we get back. It's a fantastic way to live. And don't forget, my beautiful wife has a low/non-existent sex drive since she became menopausal. It does not matter. She loves it as much as I do...
- **Never a dull moment in your life.** Boredom is impossible with this life. Life is too beautiful, too stimulating, too wonderful, too sexy.

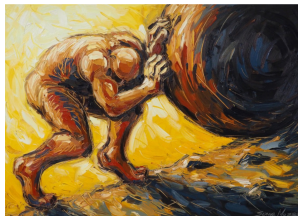
## **Good News: You Do NOT Need an Erection or a Prostate to Have Endless Arousal**

I know this is very difficult to believe — but with my methods, you do NOT need an erection at all, ever, and you will be having oral, mutual masturbation, intercourse.

The only thing I'm not sure about is anal, because we don't do it and I'm not sure it would work without an erection, but everything else does.

I can tell you that men are always laboring under this incredible burden of needing an erection to have sex.

It's always reminding me of the man sentenced to constantly pushing a huge boulder up a hill, only to have it roll down again and have to push it up the hill again. What a burden! And a needless one.



*Men are constantly trying to keep from being crushed....always burdened by the perception that they MUST have a good erection to have the best sex of their life. Image courtesy of wikimedia retrieved 26-June 2024*

There is no need for an erection in any of these activities. Erections will become better, harder and more frequent as you use Endless Arousal, but you don't need one at all!

I have helped couples who have NEVER had intercourse due to health problems so they are mating like rabbits now. I have helped thousands of men have amazing sex lives, even if their penis was a flat tire due to botched prostate surgery, or a broken back, or whatever it is, you name it.

I told you earlier, or maybe I didn't stress this enough... I had really bad ED when I met my wife (going on 40 years of being together now).

I wish I had known then what I know now.

I do have amazing erections... they often last 45 minutes, even without stimulation or erotic thoughts.

But sometimes I don't have good erections. I am constantly experimenting with various hormones and peptides and supplements as part of my work as a health researcher.

Sometimes those experiments will ruin my erections for awhile. Sometimes I will have poor or no erections.

We don't even notice or care. My wife and I have incredible sex every time. I have never, not once, turned down a sexual opportunity due to lack of an erection.

I call my method Intercourse Anytime.

Clever name, no? It is exactly what it says it is, intercourse anytime.

As I said, it lets you do vaginal or oral sex, maybe not anal (or maybe, jury still out) with or without an erection, who cares.

When I started doing these types of Maximizer activities, my erections were not always great and I sometimes had ED.

Over time, my erections got a whole lot better.

My penis is rock-hard like it was when I was a young man. And erections last and last and last and last.

Plus, and you won't believe this, being erect for an hour or so a day is the BEST way to get a fatter and longer penis. True.

I've seen men go from poor to stellar erections thousands of times as men apply what I teach in this book.

The point is, you can be having sex as long as you want, as many times a day as your partner and you want, and erections are of no consequence. True.

I know you don't believe me. But. I. Am. Speaking. Truth.

And if you struggle with ED or sexual performance issues right now, I want you to keep hope alive.

The activities work awesomely and open up worlds of pleasure all day every day, with or without an erection.

Remember, again, erections will IMPROVE and become more FREQUENT and more rock-hard as you work these activities.

Men who reported "I would always try to enter my wife and then go soft" now say "I stay hard for 30 minutes."

*[From Ahmed...]*

Matt, she has become multi-orgasmic and has extended orgasms most of the time we are in bed. I can avoid coming if I don't tighten my PC muscles and focus on my sensations in my penis and her pleasure.

Her favorite is with me standing beside the bed and she on her back with her legs over my shoulders or on my chest. 30 minutes or more is too little!!

Don't be surprised if you start waking up with morning wood, or even in the middle of the night sporting a powerful erection.

I've seen men that had been missing morning wood for a decade or more, who are now having it every night.

*[from Larry...]*

I am going on over 1 month and my erections have improved dramatically and my morning woodys are every day. Thanks again Matt...

One thing leads to the next.

I'll explain my technique Intercourse Anytime in a bit.

Now I want to speak about guys who have had their prostate removed...or men experiencing prostate problems, having to wake up 3 times a night to urinate, and so forth.

I used to suffer from having to wake 3 or more times a night because my prostate was inflamed, but now, with some other methods beyond the scope of this book, I sleep through the night and my prostate is its normal walnut size, rather than a watermelon.

All without medications of any kind.

But I've worked with thousands of men and many have had their prostates removed due to cancer or maybe trimmed or steamed due to BPH. There are many barbaric treatments of men's prostates, and they are mostly unnecessary, but I digress...

Let me just say that my Maximizer Formula works for men who are no longer in possession of a prostate.

To be clear: You do not need a prostate for any of these activities.

The pleasure and ongoing sexuality that this brings into every waking moment will work just as well for you as for any other man.

Everything works just as well, whether you have a prostate or not. Whether you have an erection or not.

So let's start with the first and most important technique: root focus.

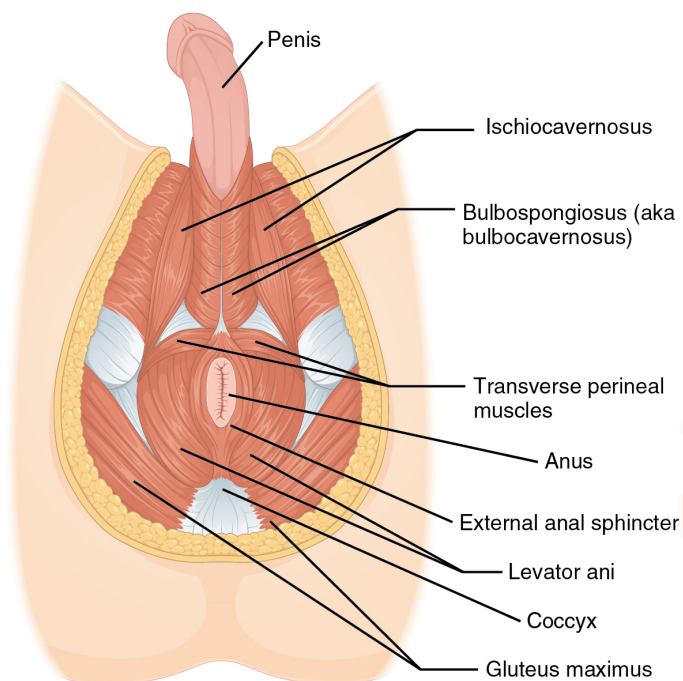
A practice I developed many years ago and have helped countless men with... and before THAT, why we are doing it "wrong."

## **Why We Do the Wrong Thing When We Have Sex**

So, here's why we do things wrong as guys...

What we're accustomed to doing, and it's very unconscious, is tighten our pelvic floor when we are getting aroused.

There's a tightening up of the pubococcygeus complex of muscles down there.



[https://upload.wikimedia.org/wikipedia/commons/e/ea/1116\\_Muscle\\_of\\_the\\_Male\\_Perineum.png](https://upload.wikimedia.org/wikipedia/commons/e/ea/1116_Muscle_of_the_Male_Perineum.png)

If you want to get technical about it, we're contracting those muscles.

We are tightening them up.

Whenever we are aroused, we reflexively tighten our pelvic floor.

We do it unconsciously.

When we do a kegel, we're doing the same thing, but consciously.

So, the longer we are aroused, and the more aroused we are getting, the more we tighten our pelvic floor muscles.

This tightening of the pelvic floor muscles gives our brain cues that it's time to ejaculate.

And that's why...

... many men get premature ejaculation. It's because their pelvic floor muscles are chronically tightened and their brains are responding as if they are about to ejaculate.

Many men also suffer from what is called a hard flaccid, where you get really poor erections because of having a tight pelvic floor. The tightening of the pelvic floor leads to poor blood flow in the penis.

## **The journey we're on and where we are going**

The first thing we do is root focus, which we will practice....because root focus lets us relax our pelvic floor muscles.

We can get really good at root focus, and then we'll add to it and layer on the arousal that we need to achieve the endless waves of orgasms. We need very strong arousal for multiple orgasms.

And we'll finalize our training with a simple reverse kegel that will let us have wave after wave of orgasms without having an ejaculatory orgasm.

So now, let's start with root focus.

## **Root Focus and Its Joys**

This is the first step to unlimited sexual power. Don't ignore this step!

Root focus helps in many ways. It is a non-sexual practice that paves the way for sensation, sensitivity, great erections, and better mental focus and pleasure during sex or even non-sexual stuff such as cuddling or holding hands.

You know, cool stuff you do when you are madly in love with your partner.



Root focus also relaxes the pelvic floor. This is super important as you achieve higher stages of arousal.

My Maximizer Formula builds very high arousal levels for a long time, hours sometimes, and with root focus, you will be nice and relaxed. You won't tense up in your pelvic floor. So you won't ejaculate when you don't want to.

And most importantly, you won't get that vasocongestion in the testicles' epididymis, which helps you avoid blue balls.

## **Avoiding Blue Balls**

Not much has been written about blue balls.

One paper says that the only things out there in the scientific literature are "the brief article by Chalett and Nerenberg, 2 comical letters to the editor in response, and an article in *Sexual Medicine* from May 2023, which evaluated sexual coercion as a result of blue balls."

I used to go out with girls and suffer from blue balls when I didn't have sex with them. I never read about the problem, but I certainly experienced it.

I obviously wasn't very successful with the ladies at that time, because I suffered blue balls a lot!

But blue balls is a common hazard when you begin the Maximizer journey.

I've taught tens of thousands of men these methods and blue balls is a very real hazard.

That's why root focus is so important to practice.

1. It prevents blue balls.
2. It prevents ejaculation.
3. It lets you maintain a very high arousal level.

You need very high arousal levels to have waves of orgasms. And with root focus, you can get to a high arousal level for a long time without having an ejaculatory orgasm.

But you need root focus.

When I first began Nirvana Sex, I suffered blue balls. I would feel pain when I walked, pain in the balls.

So I used various methods like putting my testicles in cold water after intercourse. That works, actually. I kept a cup of ice-water by the bed and would run into the shower stall to douse my balls with ice-water after my wife and I had intercourse.

Yeah, laugh at me, okay. Laugh all you want. It does work.

Soon I learned an energy recirculation method that works to stop blue balls also. I practiced that early on. It was all helpful.

But it was root focus that really nailed blue balls and eliminated them completely. So root focus is your friend! And you don't need any other method besides this one, and one that I'll explain shortly called a reverse kegel.

Root focus is wonderful itself...and pleasurable...and you can have full body orgasmic feelings with root focus.

I call whole body orgasmic sensations — pleasure centering.

## **Pleasure Centering by doing Root Focus**

When having intercourse with your partner, you can do root focus to pull intense pleasure from your penis into your entire body.

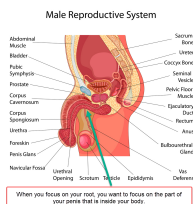
Women can do it well too, as evidenced by my friend and colleague Heather Hallman and countless women who have listened or watched my programs.

So that is one more benefit of root focus — whole body orgasmic pleasure.

When I'm having sex, I always do root focus automatically, and I find my entire body is orgasmic. It's pretty sweet.

So with all that, let's show you how to practice root focus. You are probably stoked to learn!

## Let's Do Root Focus



What we're doing is focusing on the root of penis, the part that is mostly or entirely inside the body.

Don't worry about visualizing anything, or doing it right or wrong. Anything you do here works, actually. So here are my instructions...

First, do you know how to do a kegel? If you squeeze your pelvic floor muscles like you are trying to hold in a bowel movement (let's face it, a turd) or stopping the flow of urine (you know, pee), that is a kegel.

Now, understand this...

Root focus has NOTHING to do with any muscular contraction or muscle movement of any kind. When you are doing root focus, you are doing strictly a mental thing, not a muscle contraction or muscle movement.

But...but...but...it helps to START with a kegel when you are first learning root focus. One tiny little kegel, which then tells your brain, "Ahh, that is the area I'm focusing on."

You can also sit in a hard wooden chair and feel the area of your body between your balls and your anus as it pushes against the chair.

In root focus, you are just putting your attention on that area, roughly. You aren't picturing it, although you can and it's fine. You are feeling it.

Let me give you another exercise to understand better. Feel your left foot. I'm barefoot so I feel the wooden floor. I don't picture it. I feel it.

Same with root focus. Just be aware of that area of your body as best you can. You can do it crappily. (Is that a word? Now it is...) and it's fine either way, crappily or goodly.

Put your attention there, on the feeling of that area, maybe your scrotum, between your testicles and your ass hole. Ha, I can use those words too! Okay, your anus. Happy now? Sheesh.

Remember, root focus is a matter of mind focus...there is NO muscle movement used at ALL.

So now what happens is this...your attention wanders. What else do I have to do today?

Am I doing it right?

I'm doing it wrong.

Oh my, I just remembered, Mrs. Kim has my suit ready. I told her I'd be in to pick it up Thursday and today's already Saturday...

...etc.

At first, when I had all these thoughts, I panicked! Then I realized that this was the whole point of refocus.

Random thoughts. This is PART of the activity though. It is KEY. You are doing it RIGHT.

Because random thoughts let you gently refocus your attention on your route. Easy Peasy. That's actually the practice.

Every time your mind wanders, when you notice, you have a chance to gently redirect your attention BACK on your root when your attention wanders. Coolio. You are spot on.

Just keep redirecting your focus. Easy peasy.

As they say in the famous Dr. Seuss book, or kinda as they say...

Say! I like to focus, ma'am!

I do! I like it, Sam-I-am!

And I would focus in a boat.

And I would focus on a float.

And I will focus in the rain.

And in the dark. And on a train.

And in a car. And in a tree.

It is so fun, so fun, you see!

So I will focus in a box.

And I will focus with a fox.

And I will focus in a house.

And I will focus with a mouse.

And I will focus here and there.

Say! I will focus anywhere!

Seriously, you do want to do root focus in meetings and at work and at home and cuddling and having sex and every other time you possibly can. You can spend hours every day doing it.

I know men who do root focus when talking to girls in a bar. It seems to be very helpful in anchoring your conscious mind, so your subconscious does all the work and you get out of your own way.

## **Don't Beat Yourself Up When You Lose Your Focus or Your Mind Wanders**

Gently, without judgment, without blaming yourself, just put your attention back on your root, OK?

Once you get used to doing root focus you can do it anytime. You can do it in your car, on a date, at a meeting, or during sex. This is practice time, baaa beee!

After you get good at root focus, you can try pleasure centering during Nirvana Sex.

Focus on your root and then bring a small amount of attention into the rest of your body. You can't force it, but you will often find that you'll start getting incredible sensations in your entire body.

This is more incredible than I can put into words. It's quite amazing really.

For women, it works much the same way.

It's also helpful during sex to circulate the sexual energy. You can picture energy circulating from the penis to the vagina up to the breasts and back to your chest.

*[from Jack...]*

I was extremely happy with the results because she was able to climax multiple times in this session and I lasted for what was for me a marathon session

## **Now, Start Edging This Way to Build Sexual Power**

This is where I'm going to talk about the exact method that builds sexual power and libido and will lead you to multiple orgasms. It is the next step to Endless Arousal.

We've got:

Root focus and you're working on that. Now start using it with edging.

And we'll finish with discussing and practicing the reverse kegel which is all we need.

So now let's move on to edging.

So what do I mean by edging?

Let's just talk about it in terms of masturbation, because that's the easiest.

Basically, you're doing root focus, make sure you are using lube first. We're going to masturbate, which means lube.

Please please please: never masturbate without using lubrication. I suppose you can use spit, but it works a lot better for us to use coconut oil. Olive oil works okay. Butter works okay.

Do NOT use glycerin-containing "water soluble" lubes, and do not use silicon lubes. Those are weird, and don't work well, or are not natural.

So please go to your kitchen and get some olive oil or coconut oil or butter. I'll wait.

So now you lubricate your penis liberally, and you begin using your thumb and your index finger and very gently masturbating your glans. Hint: that's the tip of the penis, the bell, the mushroom part.

If you have a foreskin (lucky duck) then do what you normally do when masturbating — but don't do the normal jerk-off motion up and down the shaft. Just play with the glans, 'k?

You use a very light touch. It may not get you to an erection at first. You are welcome to think sexy thoughts at this point.

And eventually you will get an erection.

## **What If a Guy Has ED?**

So a lot of guys have erectile dysfunction to various degrees.

Over the past 25 years, I made a name for myself by taking guys with total ED and turning them into erection-sporting, cum-spewing little bitches.

Okay, that may be extreme, but I have helped thousands of men with ED to be able to have amazing sex.

Now, it is a fact that erections may or may not be possible for you.

I want to just point out, and I'm going to do it here, I've written a whole book about it, *Romance to 120...* you can have amazing intercourse even without an erection.

You can have the best sex life you can ever imagine and never have an erection.

And so, if you can't get an erection at all, then you can still do this. It all works perfectly well.

You just have to have the ability to get aroused.

You don't have to have the ability to have an orgasm at first. Some guys are very desensitized and they have trouble reaching orgasm. The technical term for this is delayed ejaculation.

But some of the guys I work with don't have an ejaculation because they've had their prostate removed and they have nerves cut and they have health issues — so they can't ejaculate very easily or at all.



You don't need to ejaculate. You don't need to do any of that.

It is quite easy to have an orgasm without ejaculation, and you can do Endless Arousal whether or not you have an erection.

You can be a Maximizer — you absolutely do not ever need an erection to do any of this.

So now that we've gotten that out of the way...

## **What About Using Porn to Edge?**

In the ancient days of yore, when dinosaurs, such as your author, were roaming the Earth, we just used fantasy. We would think of sexual scenes and masturbate to that.

But at this point, we are accustomed to using porn to get aroused. Fantasy is often not enough.

Remember, it's extremely toxic to use most forms of porn. And for that reason, I have a special way for you to enjoy the benefits of easier arousal, without the danger of porn.

Key point: If you are going to use porn, don't use video porn or photographs.

Videos and photos overwhelm your brain's reward circuitry, especially videos.

And over time, they can overwhelm your poor dopamine system, and make it very difficult to have ordinary sex without thinking of these porn scenes.<sup>2</sup>

My friend, the late Gary Wilson, created the website YourBrainOnPorn.com and he wrote:

1) Over time, online porn leads to ED. The explosion in easily available streaming online porn has been followed by a soaring rate of young male erectile dysfunction—from 1 percent of men under age 25 back in Kinsey’s 1950 era to one in four today.

2) Across individuals, online porn leads to ED. Seven studies document an association “between online porn use in young men and ED, anorgasmia, low sexual desire, delayed ejaculation, and lower brain activation to sexual images.”

3) Desensitization and conditioning explains it. The waning of real-life male sexuality occurs as preteens, teens, and young men become desensitized by compulsive pornography consumption. Like addicts, they come to need more stimulation and variety of the sort that a real sex partner “cannot compete with.” While masturbating, their sexual arousal becomes associated with pornography.

4) But the effects are reversible. Benefits follow stopping use, including “clearer thinking and better memory, more motivation, increased charisma, deeper relationships, and better real life sex.”<sup>3</sup>

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2. <https://jamanetwork.com/journals/jamapsychiatry/article-abstract/1874574>

3. <https://community.macmillanlearning.com/t5/talk-psych-blog/does-pornography-quot-mess-with-your-manhood-quot/ba-p/6762>  
retrieved 9-Jul 2024

I totally agreed with Gary on the damage video porn can do to the brain.

Never use video or photos for masturbation purposes.

But what you want to do instead, if you need porn, is use erotic stories.

Erotic stories have many advantages over video and photo porn. Sharon Chau writes:

I like the argument about higher buy-in cost for erotica than for porn, i.e. higher effort required to consume the media.

With porn, you are a passive consumer, simply sitting there and letting the images wash over you.

There is little participation involved, and all it requires is a click of a button on Pornhub or a flick of a page on Playboy.

By contrast, erotica requires much more effort on the reader's part.

You have to read! words! and keep your attention focused on the page.

You are reading, understanding, digesting, and probably conjuring up a scene in your head.

Basically, I think that the mental exercise of such a process distinguishes porn and erotica, making it a

much less direct way through which consumers are stimulated.<sup>4</sup>

Erotic stories let your brain concoct a fantasy matching the story<sup>5</sup>, and this mental activity is very similar to real sexual thoughts. It will not prove as damaging as video porn.

So visit and read Literotica or lushstories and similar websites. You want to read sexy stories. That's the ONLY porn you are allowed to use, ever again, sez Uncle Matt. I've got your best interests at heart.

It doesn't matter what kind of fantasies you have or what kind of erotic writing you enjoy. It's all fine. Just stay away from the videos.

And it IS possible to overuse erotic stories. You can go too deep down the rabbit hole, so please try to be careful and practice some moderation.

Let's move on with the Maximizer Formula — I'm going to explore erotic fantasies later on because they are super important to maintaining high arousal.

Where were we? Oh yes!

So you are gently stimulating your penis. Not the way you masturbate, probably, but with a light touch, using two fingers, thumb and index finger.

You are NOT trying to approach an orgasmic ejaculation. This is different.

Also: put down the iPad or phone so you have both hands available — and remember to also stimulate your balls...

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5. <https://www.tandfonline.com/doi/abs/10.1080/0092623X.2011.560529>  
retrieved 9-Jul 2024

And speaking of balls...

## **I Want to Talk About Balls for a Moment or Two...**

When you are aroused, your testes become more active than they normally are.

Being aroused means your testes significantly begin making more sperm and more testosterone. There is a Thai massage method, Karsai Nei Tsang, that uses testicle massage. Testicle massage may not feel like much at first.

But the brain rewires to this pleasure. And it's super important to not just do the penis masturbation stuff, but start really involving the testicles.

And over a few months of edging, while also gently massaging or tickling your testes and scrotum, your testes and scrotum will become very, very erogenous.

And that is good because literally in minutes while you are edging your testicles swell, enlarging by 30% to 50% sometimes. Even doubling in size, believe it or not.<sup>6</sup>

And as they swell, guess what? Your sexual arousal swells. Your libido increases. Your sex drive goes up up up. You are a Maximizer, you sly devil, you.

The outer part thickens during arousal..

And now they become very erotically sensitive at this high arousal point.

But don't stop. Keep them stimulated more. Squeezing them gently can prompt more testosterone and sperm production.

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6. Testicular and scrotal masturbation

When you are very aroused and ready to ejaculate, your testes rise close to your body cavity, aiding in ejaculation. According to Masters and Johnson, this contraction is essential for a full ejaculatory orgasm.

Just rhythmically tickling and gently caressing your testes for 10 minutes has super results. An hour is better. I use a volunteer to massage mine. My wife loves volunteering (for me anyway, not sure she'd volunteer for anyone else.)

### **Don't ejaculate — just go for arousal at this point**

When you are first getting into this, it will be difficult not to ejaculate. You may want to hold back, but you can't. So here's a little trick...

You can use a rubber ring around the penis and scrotum to keep the testes from going up towards your body. This will let you accomplish a higher amount of arousal with less chance of an ejaculatory orgasm.

And of course, the whole time you are doing root focus. Of course you are, aren't you? Because once you practice this for a bit, I will have another practice. That is super important.

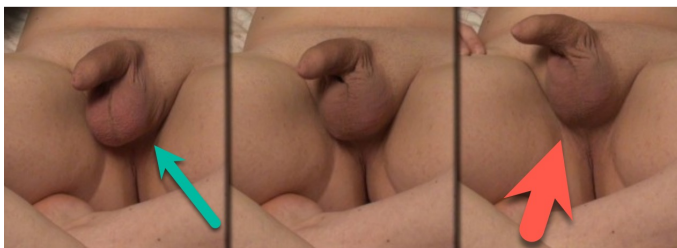
First, see the green arrow below in the photos — the green arrow points towards the testicles before arousal.

See how they hang and you can see both of them clearly divided in the scrotal sack.

Now, look at the red arrow on the right — which shows the testicles during arousal.

See how the testicles have gone up tighter towards the man's body (red arrow)?

You can no longer see both of them because they have retreated towards the inside of the man's body and are not hanging loose.



*Photo from*

*[https://di.phncdn.com/videos/202009/28/355808882/original/\(m=qWVKK3VbeaAaGwObaaaa\)\(mh=WleaRLTsFxs-eXt4\)0.jpg](https://di.phncdn.com/videos/202009/28/355808882/original/(m=qWVKK3VbeaAaGwObaaaa)(mh=WleaRLTsFxs-eXt4)0.jpg)*

One way to achieve very high levels of arousal is to STOP the testicles from retracting towards your body. Keep the testicles hanging down and you can stimulate your penis and testicles with very high arousal and you won't experience an ejaculatory orgasm.

You can use a device to stop the testes from retracting into the groin. You can use a rubber or metal or leather "cock" ring around the testicles to keep them in place.

Like this...although I find rubber or leather ones work better, preferably WITHOUT snaps that can be awkward and painful to remove.



[https://commons.wikimedia.org/wiki/File:Cendax\\_-\\_Cock\\_ring\\_and\\_ball\\_stretcher.jpg](https://commons.wikimedia.org/wiki/File:Cendax_-_Cock_ring_and_ball_stretcher.jpg)

The testicles are the key here, not the penis. The ring around the penis is included in this little appliance...but it's only the testicle ring that you need — to keep the testicles from going up into the body cavity during high arousal, which you now know leads to an ejaculatory orgasm.

You are preventing the testicles from retracting towards your body.

This is a crutch you can use for now and forever. I usually don't, but it does work.

Preventing the testicles from rising towards your body near ejaculatory orgasm — this does let you achieve higher levels of arousal without the orgasm.

So you're touching your penis and your balls, and you're coming close to an ejaculation and then you are just backing off. That's it for now.

Back off before the point of no return.

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Get aroused, approach ejaculatory orgasm, back off, back on with more stimulation, back off before ejaculatory orgasm.

Use a super gentle touch, with two fingers on your glans area. For you lucky guys who are not mangled (as I was, I mean circumcised or "cut"), you retract your foreskin if you wish, doesn't matter.

I wish I had one. Anyhow...

Remember to tickle your testicles lightly but often, as much as possible — but it should be always very pleasurable. A light touch.

Teach your girlfriend to do it! Or your wife. Or both. (Just kidding.)

Also, here's another arousing thing that helps build more pleasure that is very useful. Remember we are working on achieving very high levels of arousal and sustaining it for a long time...

And with that, we want to recruit...

## **The Sex Organ Built Only for Pleasure**

There is really something great to be said about the one sex organ that us guys have designed only for pleasure.

And I mean, of course, the nipples.

Why would men have nipples anyway?

Of course, the doctors say men have nipples because they're vestigial — women have them, and men have to have them somehow too, just 'cuz women have them.

I cry poppycock. Or poppynipple.

Seriously.

Regardless of the reason... we have nipples and they are only for pleasure. That's it. And because we look funny without them.

So as I went through this journey years ago...I began to view nipples as erotic targets for stimulation.

And I wanted to feel more and more sexual pleasure using nipple stimulation.

Up to maybe fifteen or twenty years ago, I never felt much on my nipples.

Then I realized that I could feel incredible pleasure with nipple stimulation, and I embarked on a little routine and I experimented to see what worked.

And I've since shared this with a lot of other guys. Who have told me it's been a game changer.

There is a connection, an erotic connection, between your nipples and your erogenous zones.

But you have to wake up the brain wiring between nipples and penis.

It's as if you've got these wires, but they've been buried so long and they haven't been used.

So what I found was good is just to stimulate my nipples through my shirt when I'm urinating or when I'm in bed or whatever. Just do it frequently.

I just started also doing nipple stimulation in the shower for like 5 minutes.

It can be a little squeeze, a little rub maybe, it could be rubbed or squeezed directly through the shirt, or just pulled around. Lots of possibilities. You can drag your shirt over your nipples, which is really nice. You can massage the skin around the nipples.

And you can have your wife or girlfriend give your chest a nice rub even in public without raising any eyebrows...and it is very erotic.

I started doing nipple play while doing masturbation and partner sex. I got my wife into helping me, as she always helps me.

And over time, I began to develop incredible pleasure in my nipples. It took about 6 months to fully realize the erotic potential...starting from NO feeling to a point of incredible erotic feeling.

Just that simple. Women can do it too. Women often are ticklish or defensive about their nipples. They have breasts but sometimes they never developed the sexual wiring that is already there. Same thing works for them. Just sayin'.

I would say it took about three or four months to really feel something and six to nine months to have it be incredible.

And now, my nipples are always part of the arousal mix. They are just too much fun to ignore!

One thing that concerned me early on is that extensive nipple stimulation can induce too much prolactin. Prolactin is a hormone present in men and women, and when it's higher, it can suppress sexual desire, and also cause gynecomastia, or boobs.

## **A warning about too much nipple stimulation**

Nipple stimulation does increase prolactin. And for that reason, I don't do it for hours every day. But I do it for maybe 5 or 10 minutes and I've never had a problem.

My male chest is no bigger or fattier than it ever was. I have no man boobs, in other words.

But be careful about not doing TOO much.

5 or 10 minutes a day is more than enough. You need to have it done for days and weeks and months for it to take hold. I think during arousal with a partner, if she is stimulating them, you don't have to worry about it being TOO much.

So, now, you have this incredible erogenous pleasure capability you didn't have before.

You are a clever Maximizer!

And that's why besides penis and testicle stimulation, nipple stimulation (or just "nipple stim") is one of the great ways of getting and staying aroused that I cannot recommend enough.

## **So Now You Are Edging with Nipples, Penis, and Testicles**

Just to recap: you slowly, with a light touch, go right to the point of no return, and then back off by just stopping. You don't touch your penis anymore. Just completely relax.

And do it again.

And again.

And once you are tired of it, you stop.

And WHILE you are doing this, you are doing root focus as often as you remember to do it.

Got it?

The more you do this, the better.

I do it twice or three times a day, for an hour or more. My wife is with me, but I can do it solo and sometimes do.

She is super helpful to me in this capacity and it is one of the sexual things we do together, along with oral and intercourse, but it's a key thing because I love it so much and she loves to give me pleasure.

Okay, so the lesson is: do it yourself, and involve a partner when you can.

And one way to avoid going too far to the point of no return is being aware of the orgasmic scale.

## **The Orgasmic Scale**

The orgasmic scale goes from 1, meaning just a tiny bit aroused... to 10 being ejaculatory orgasm.

I view sex as playing in a lake. There is a waterfall in one end of the lake.

As we approach the waterfall, we go from a 1 to a 2, 3, 4, 5, 6, 7, 8, 9...

It's more fun the closer we get to the waterfall (which represents an ejaculatory orgasm of course.) But it is also more "dangerous" because we can easily reach the Point of No Return (PONR) and fall over the falls and we're out of the lake.

That's an ejaculatory orgasm.

So we want to learn to play closer and closer to the waterfall without going over the edge.

So when you get close to reaching an orgasm — say level 9 to 9.8 — then you back off and take it down to a 6. It's important to stop before you reach the point of no return. But it's important not to go back to 1.

At first, you get to 8, and you can't stop yourself from going to the finish. It takes practice to be able to be very aroused and then just gently dial it down for a few moments. The brain will want to seek its ejaculatory orgasm.

At first.

But this edging thing will quickly become easier — there's really something cool about getting close and backing off and getting close and backing off.

The thing is, this is how you learn.

When I used to get to a 7 or 8, I just couldn't stop myself and I had to come.

Over time I learned to get to a 9, then a 9.5.

I could get really, really close but it took a few months. I must say, it may have taken 6 months but the practice was SO much fun. This is another instance where the journey and the process is so much fun.

If you keep cumming, try the trick of tying your balls off with a cock ring. It can help you, especially at first, or even down the line. I never wanted to depend on it, so I experimented with it, but I don't use it routinely.

I would constantly fail, if you want to call it that, and I would try again.

It is super important not to be mad at yourself when you fail and you have an unintended ejaculatory orgasm. It's like falling off a horse — get back on. The people who succeed are the ones who don't let themselves feel ashamed or mad that they came.

I had to "fail" many, many, many times...but each time was pleasurable, and a learning experience that was helping me re-wire my brain to higher levels of arousal.

After a while, I learned how to relax my root with root focus. I can do this for a long time and get really close, like to a 9.5, a 9.6, or a 9.8, without an ejaculatory orgasm.

I would simply edge, doing root focus, monitoring my arousal, and trying to get up to 9 or 9.5 or 9.8 and then I'd back off by stopping penis stimulation...and then start penis stimulation again and go back up — and then back off.

So the directions are:

1. Stimulate penis (using two fingers) and fantasize towards the point of no return (PONR). WHILE doing root focus as

best you can.

2. Back off a bit by stopping your stimulation...so you don't have an ejaculatory orgasm.

3. Then start stimulating and fantasizing again...to get really close to the PONR but not hit it. WHILE doing root focus as best you can.

That's what you want to do now.

Now, as you do this getting close and backing off... you back off just enough so that you're not going to cum.

At first, you have to back off a lot. You have to stop touching your penis and balls and nipples, and relax. You get better and better at relaxing.

I will share one final trick that makes all this work in a moment.

But at this stage, you may have to back off and then regenerate and recreate your arousal. Go from a 9 to a 3 back to a 9.

But ideally over time, you back off less and less. From a 9.8 to a 9 and back to a 9.8.

You can edge every day and go for one or two hours a day if you'd like.

And keep in mind, when you are edging, you are keeping your root relaxed by doing some root focus during the edging session.

## **Let's Recap — Where We Are in Pursuing Endless Arousal**

Just to recap, you're stimulating your penis, balls, and nipples. You're getting very close to cumming, then stopping the touch to relax and avoid cumming.

Then you go up and across again, getting closer to the point of no return without crossing it. When you stop or back off, you're

not stopping the stimulation entirely; you're just doing less to avoid cumming.

And you're doing root focus the whole time.

At this stage, it might sound really hard, but it isn't. It's actually very easy. Do your root focus all day, every day, and you get used to it.

When you're masturbating or edging this way, you can easily do root focus because it's a habit. Enjoy and love the pleasure and stimulation — it's the most pleasurable and amazing thing in the world.

You will find that you feel more and more pleasure as you do this.

Your pleasure will become off the charts, and then get even better over a few months. It just gets better and better without ejaculating.

And that brings us to the ejaculation thingie.

If I say, don't ejaculate, how can that even be possible?

It is always important to ejaculate sometimes...

## **Maintaining a Healthy Ejaculation Schedule**

You will need to ejaculate sometimes. Having an ejaculation schedule is best.

Most men ejaculate far too often, losing their masculine essence, which is a theme of this book. But you can't hold it in forever.

You need to ejaculate to replenish semen, testosterone, and male androgens. But you don't want to do it too often.

An ejaculation schedule helps manage this.

Note that if you do NOT ejaculate after a week or so, and you are healthy (meaning you are not on medication, and not under a doctor's care for anything, and feel good and have no chronic illnesses...), then you will actually resorb sperm back into your body.



Your body will kill the sperm, or cause the sperm to commit hara kiri, and the remnants will enter the body to become nutrients for your cells.

This is NOT desirable though as you can build up antibodies to your own sperm. So it's a good idea to ejaculate on a schedule.

But how often?

I suggest ejaculating every four days if you are a healthy young or older man in excellent health.

Remember: healthy means you are NOT taking medication, and you are feeling good, active, and you have no chronic health conditions.

If you are not entirely healthy...

Your schedule might be every seven days, 15 days... or even 30 days.

If you're on medications, consider every two weeks. If healthy and not on medications, every three or four days works.

If you are 15 years old, every day is okay.

You should have a solid libido, high sexual interest, and good erections.

That's how you know you are ejaculating in a reasonable frequency.

## **Here's What a Typical Ejaculation Period Looks Like...**

I will ejaculate and stay hard for a long time after. When I stop having sex, my penis becomes flaccid and I have a period where I am not that interested...but I can have an outstanding erection in 15 minutes. I've done it many many times.

So I can have another round of partner sex if I want to. However, usually, I'm done because I've been having sex for an hour and we want to move on with our day.

Even after a great erection and an ejaculatory orgasm, I still retain sexual energy. Following this, there is usually a day or two where my libido is lower than the normal amazing level.

This doesn't mean I find other women attractive — I don't. There is no Coolidge Effect.

So I still find my wife incredibly attractive, but my interest in sex decreases for a short period.

As I get better at edging (prolonging arousal without ejaculation), this emptying effect diminishes.

And by the second day, my sexual drive is fully restored, and I feel extremely sexually powerful and masculine.

And I have NO fallout from the orgasm, no pulling away from my wife, no excess emotion, no wanting to withdraw, no unexplained anger.

Remember though...

## **Ejaculation is Necessary**

If I prolong arousal and edge for too long without ejaculation, my erections can become less firm. This is a normal experience for virtually all men.

To reset this, the fluid that has built up needs a discharge.

As I said earlier, it's not healthy to hold in your sperm. You should ejaculate regularly, on a schedule.

Actually, let me clarify something here.

I lied.

We're talking about an emptying of the glands, and not necessarily an ejaculation.

Usually that's ejaculation to empty the testes — but there are other ways of getting the gland-emptying benefits of ejaculation without the ejaculatory orgasm.

Why would you want that?

To reset things and have great erections and pleasure again without going through the Orgasmic Cycle, that's why.

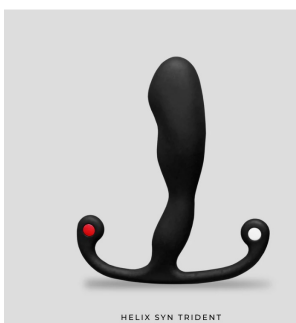
## **So Here Are a Few Other Methods to Drain the Glands and Reset Yourself Sexually**

Another method to reset and empty your fluids involves prostate stimulation, known as prostate milking, which can be done gently with a finger or a toy.

The prostate lays right next to the rectum and you can massage the wall of the rectum with a finger, and usually reach the prostate.

Be gentle. It can take 5 or 10 minutes and there is a lot more to it, that I'm not going to detail here because I don't think most men will do it this way.

I've inserted and used an Aneros toy, which is a prostate massager, and sometimes this massage can empty the glands enough to perform a reset.



This is a fantastic device from Aneros, and it is very pleasurable if you stick with using it. It can also often help drain the fluid from my prostate if I use it and get very aroused.

There are no electronics in this. The massage is done automatically by your body. You don't have to think about it, you don't have to flex or contract muscles. Just insert it and lie down for 15 – 30 minutes and enjoy. It can be like the nipples — you may get no pleasure from it, but over time, your body can rewire and you can feel enormous pleasure, even prostate orgasms, this way, just by inserting the Aneros device.

So that's another way to release semen without a full ejaculation, reducing the need for a traditional reset.

Interestingly, if you've been edging for a few days and then you have a strong bowel movement, this can also stimulate the prostate and produce a sensation similar to prostate milking, temporarily reducing libido and resetting things for great erections again.

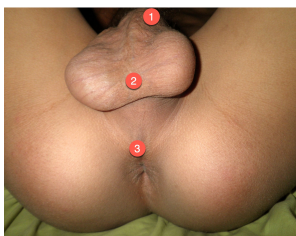
Remember: If you don't ejaculate occasionally on a schedule, your erections will begin suffering and you will want to drain your glands usually with a glorious ejaculatory orgasm — and by the way, they will be 10 times more intense than ever before, using these methods!

So now, the final trick to learn...

## **The Reverse Kegel is the Key to Endless Arousal**

A regular kegel is a tightening up, a contraction — it stops the stream of urine or pulls in a bowel movement or at least stops you from pushing your bowel movement out.

But to complicate matters, if you are a Kegel enthusiast, there are three types: rear, middle, and front. You don't need to know this — it isn't on a test.



*photo courtesy of wikimedia.  
org*

Front is contracting to stop the stream of urine. See callout 1 in the above photo. When doing a front kegel, your penis will bob up a little bit.

Middle kegel, callout 2 in the photo, is contracting your scrotum, lifting it towards your body, into your body cavity and also moving the tip of your penis up and down but not as much as the front kegel. You will feel your balls move up a little when you do the middle kegel.

Rear kegel, callout 3 in the photo, is like trying to keep a bowel movement from going out. If you put your finger inside your butt crack so it rests on your anus, you'll feel the muscles around the anus contract.

I practice all three kegels, as I find them useful.

Don't over do kegels though. They tighten the pelvic floor which can lead to no good. So do them for no more than maybe 5 or 10 minutes every few days.

And practice the reverse kegel which I'm going to explain right now.

So now, let's talk about working a kegel in REVERSE, which is a pushing OUT, or a relaxation.

Pushing out on callout 1, is what I call a reverse kegel, trying to gently push your urine OUT.

A reverse kegel is like pushing out our pee, using pelvic floor muscles.

It's subtle, almost more of a relaxation. Next time you pee, sense the point where you kind of "let go" and the urine flows. That letting go is a reverse kegel.

And it's the opposite a normal kegel. A reverse kegel is the opposite of what we are programmed to do when aroused.

As I said earlier, us guys are programmed to unthinkingly TIGHTEN our pelvic floor — but that is wrong. We want to LOOSEN the pelvic floor, relax it, and that is what we do when we do a reverse kegel.

Root focus helps to relax the pelvic floor and also creates more pleasure by improving the wiring between penis and brain.

But the reverse kegel gets you to a point where you can be much more aroused, super aroused, super close to an ejaculatory orgasm, without tightening up your pelvic floor, and without blue balls.

Remember: Most men contract and tighten their pelvic floor during intercourse or masturbation. When they are aroused, they contract their pelvic floor muscles, like doing a kegel.

That's no bueno.

As I said above, tightening up the pelvic floor muscles, meaning contracting them, can OVER develop them and lead to premature ejaculation. And it is common to develop those pelvic floor flexions, those contractions, to the point where you can bear down and stop an ejaculation while it is happening.

Again, no bueno.

There is a method of stopping ejaculation that involves developing super strong kegel muscles — strong enough to prevent semen from entering the urethra. You contract strongly when you are about to ejaculate, and the semen is stopped from flowing up into the urethra. Stopping the semen is a brute force method that DOES stop an ejaculatory orgasm, but it's crude and not very healthy nor is it any fun.

So even though it's not fun and not recommended, stopping an ejaculation by bearing down and doing a strong kegel (not a reverse kegel, a regular kegel) shows what contraction can do. It does kinda work to stop the ejaculatory orgasm and its aftermath of refractory period, loss of sexual interest for awhile, etc.

But a reverse kegel fixes all that. It counters this reflex with a DIFFERENT reflex.

I can't recommend reverse kegels highly enough.

## **Reverse Kegels Will Also Fix Premature Ejaculation for Those Men Who Suffer From It**

What is a reverse kegel?

Well, a reverse kegel is a gentle push-out, like peeing.

Observe when you open your fly and start to pee. You are relaxing that area, but you are also gently pushing out.

It's hard to feel the pushing-out. It's subtle. That's what you want. Subtle.

Start this way: First pee so you don't have any urine in your bladder.

Now, lay down or sit if you prefer, and relax your pelvic floor while focusing on your root. Begin edging. As you edge and stimulate, gently push out like trying to pee. Gently.

You will feel nothing but a sort of mild relaxation there, gently trying to pee. Very gently, very subtly, pushing out.

Don't expect to experience anything much. It is very subtle — a relaxation, gentle pushing out of pee, GENTLE, slight. That's all you have to do!

Important: Before an edging or sex session empty your bladder.

So here's what you're doing: you are stimulating nipples, balls 'n' penis. (A good name for a rock band?)

Going very close to the point of no return, and backing off slightly.

Now, when you bring yourself to a high level of arousal, you back off only a little... so now when you back off, you can continue stimulating your penis and testicles without stopping.

You may lighten your stimulation, you may slow down, but you aren't stopping the stimulation when you back off anymore.

At 9.8 arousal, you no longer have to stop. You will be at 9.8 and stay there now. Or maybe fall back to 9.5, but you CONTINUE stimulating your penis to maintain a very high level of arousal.

And you're doing the reverse kegel the whole time when you remember. It becomes second nature.

At this point as you've been practicing root focus, you don't need to do it — the reverse kegel is the thing to remember now.

Root focus is fine, and good. But it is like training wheels on a bike. You can focus on the stimulation, the fantasy, the pleasure...and just do a reverse kegel when you remember.

Get highly aroused with the stimulation of your penis glans...and your balls and nipples...do the reverse kegels as often as you remember, get to a 9 or 9.5 or 9.8...



Now as you stay highly aroused, you are now experiencing first wave orgasmic pleasure. First waves are waves of pleasure that are maybe 40% or 50% as pleasurable as an ejaculatory orgasm.

With practice, you can have wave after wave of these first wave orgasms without ejaculation. And you can go on and on, they are easy to let happen.

Focus on relaxing and gently, oh gently doing the "push out pee" relaxation.

Remember, a reverse kegel feels more like relaxation than a muscular movement. It is the "letting go" feeling we get when we begin to pee.

Maintain a high arousal state, and maintain this sexual energy and keep going...and enjoying first wave orgasms one after the next after the next...

...remember, when you back off, don't stop stimulating your penis. This is the advanced method now. Forget the old way.

From now on you can continue some stimulation, even when you are very very close to the point of no return (PONR), but not as much so you don't cum.

Now you are at, say, a 9.3 and go to a 9.8. This is the arousal zone that leads to high-level orgasms. You stay around 9.8.

You will be riding waves of orgasms that cause a urethral pulsation just like ejaculatory orgasms, but WITH the pleasure, and WITHOUT the ejaculation, and you surf wave, after wave, after wave.

This is what creates multiple orgasms, and these higher-level orgasms are about 70% as good as an ejaculatory orgasm. These are high wave orgasms. High wave orgasms are JUST like regular orgasms, except not quite as pleasurable, and you surf one after the other.

You can have one after another after another, a hundred or more, for an hour, then repeat it later.

If you stimulate yourself a little less when you back off, you are back in first wave orgasm mode, where you can easily continue and go on and on, and then you can drop down and get on with your day.

So remember:

First wave orgasms are easy. When you slow down stimulation, you fall back to regular edging pleasure.

High wave orgasms are easy too, but when you slow down stimulation you fall back to first wave orgasms...

All this maximizes your sex drive, libido, and sexual power. Stimulating your penis, getting close to the point of no return, backing off, doing a gentle reverse kegel, are key.

This is the practice. This is being a Maximizer. Congratulations.

Just to recap, you're stimulating your penis and your balls and your nipples.

You're getting very close to cumming.

Then you're slowing down the touch so that you relax and don't cum. Reverse kegel helps you stay relaxed at a very high arousal level.

And then you're going up to maximum arousal just short of ejaculatory orgasm, again.

And over time, you're starting to get closer and closer to the point of no return without crossing it.

When you stop or back off, you're not actually stopping the stimulation anymore. You're just stimulating your penis, testicles and nipples slightly less, so you don't come.

And you're doing all this while focusing on a subtle slight reverse kegel — as best as you can.

At this stage, I know it sounds really hard, but it isn't. It's actually very easy. Do your root focus all day, every day, all the time, to get used

to it. Remember, the reverse kegel will replace root focus but for now, until you have gotten the hang of all this, it's very valuable doing root focus.

When you're masturbating and edging in this way, you can easily do root focus... it becomes a habit. And you can easily do the reverse kegel after that (and you don't need root focus when you do the reverse kegel.)

Then, just enjoy and love that pleasure and stimulation.

## **Is This Confusing? Let Me Simplify...**

So, practice root focus as often as you can.

When you are masturbating, it's easier to practice than with your partner.

Practice massaging your penis with two fingers, focusing on the glans (the bell shaped end of the penis) to get aroused.

When you do this, try to very gently pretend you are going to pee. Relax and let go. The natural tendency is to tighten up.

So just practice stimulating yourself while relaxing with a gentle pushing out.

When you get to a point when you are approaching the point of no return (PONR), slow down your penis and testicle stimulation. Then start again at full throttle.

Also make sure to tickle or massage your testicles. And nipples.

Gradually work to higher levels of arousal and instead of stopping, just slow down.

That's basically it.

After a few months of this pleasure, you will be in first wave orgasm mode and then often in high wave orgasm mode. The orgasmic pleasure is about 70% as good as a typical 15 second ejaculatory orgasm,

but you have wave after wave after wave of them for as long as you want. An hour or two hours. Whatever.

## How to Defeat Obstacles that Arise



*You can defeat any obstacle that arises on this path. Just keep going.*

When a man goes down this path, there are several possible obstacles that he may encounter. Having a plan to handle those obstacles is key to being successful with gaining unlimited sexual power.

The most difficult obstacle: You might be tempted to ejaculate when you do an edging session even if it is not on your schedule.

Don't beat yourself up if you do, but do try to give the ejaculation schedule a chance. You are likely to find that you feel so much better.

Blue balls can happen when you are starting this. Root focus helps to prevent blue balls. If you are getting blue balls when you start, you can hold your balls in some ice water and that will also help. As you move on, you are much less likely to experience this issue.

Penis soreness is another potential issue that can happen. If you experience this, it's a good idea to take a break and use a lighter touch when you resume edging.

If you find that you are getting prostate swelling, then I recommend the Aneros prostate massager. It works amazingly well.

The good news is that if you stick with this technique, then you will be able to sustain sexual interest for hours on end.

## **Some More Helpful Dos and Don'ts of Becoming a Maximizer**

### **The Dos**

- Do Heavy Resistance Exercises
  - You want plenty of rest between workouts
    - Rest for 4 to 10 days between sessions
  - Do squats, deadlifts, bench presses, and dips
  - Use weights that are as heavy as you can handle
- Do eat lots of high quality carbohydrates
  - White potatoes

- Masa harina
- White rice
- Ripe fruit
- Do avoid PUFAs
  - No fish oil
  - No vegetable oil
  - No corn, soy, or peanut oil
  - No other seed oils
  - No fatty fish
    - No salmon
    - No mackerel
    - No sardines
- Do use saturated fats
  - Coconut oil
  - Dairy fat (butter)
  - Lamb
  - Beef
  - Goat
- Do eat an egg every day

- Do eat calves liver or oysters every week or so
- Do focus on gut health
- Do eat sugar
- Do only eat veggies that are cooked to death
- Do get off medications — achieve a level of health where you don't need them anymore
  - Always working with a competent doctor
  - Consider working with your doctor to get off of Medications for
    - Type 2 diabetes
    - High blood pressure
    - Arthritis
    - GERD
    - Depression / Anxiety
- Do support a high metabolic rate
  - If you have a high metabolism your
    - Temperature should be between +98.6 and 99F during the day
    - Your resting heart rate should be between 70 and 85 during the day

## The Don'ts

- Don't skip meals
- Don't water fast
- Don't set goals -- focus on the process instead.

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*Want to naturally boost your sexual power?*

*Get my complete guide to supplements and nutrition that enhance libido and performance - no prescriptions needed.*

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## Chapter Six

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# Nirvana Sex Is the Key to Pleasure and Euphoria in Life

### **What's wrong with sex today**

I call fertilization sex, or normal sex, "pump, cum, and done." That's basically what it is.

Sex therapists say that the average sex act may lasts 3 – 13 minutes, including foreplay and intercourse.<sup>1</sup>

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1. <https://academic.oup.com/jsm/article-abstract/5/5/1251/6862>

It's all about getting to the top of the mountain for a 15-second orgasm.

It kind of reminds me of how people celebrate a holiday like Christmas. There's an incredible amount of buildup for several months...then the day comes, and then it's done, followed by the aftermath.

The anticipation is much greater than the event itself, at least it seems that way to me.

That's how I used to feel about sex. Lots of buildup, lots of anticipation, and an anti-climactic reality.

## **Are we doing sex wrong?**

Men get aroused quickly, stick it in, and cum...so sex tends to be driven by the limitations of the man's penis.

I found that a woman who is young can vaginally lubricate in a few minutes, but that isn't the same as true arousal.

Men's erections are a good measure of men's arousal, but there isn't a similar way to determine how aroused a woman is.

But it seems to be true in general: A woman takes maybe 10, 15, or 20 minutes to really get warmed up, while a man can become aroused in literally seconds.

So the typical sex act is driven by the man's penis and its limitations...the guy has already done his "pump, come, and done" and rolled over to sleep before the woman is really aroused.

This is a reason women lose interest in sex.

Studies and polls show women have significantly less sex than men, especially as they get older. Once they have children, it serves less of a purpose and becomes a nuisance to many women.

No wonder.

There are plenty of women who report they are happy to be "done" with sex.

In one article, the author did a survey which revealed these comments from women asked what would cause them to want to have sex with their husbands or boyfriends.

- "Not pressure me in any way to have sex."
- "Just not be an asshole."
- "Make an effort to be a kind and competent father."
- "My partner could schedule the damn vasectomy he is avoiding. My partner could quit impulsively over scheduling us and deal with his undiagnosed ADHD."
- "I told my ex husband 2 years before we separated that sex wasn't great for me. That I had a whole body that would love some attention and that lubing up his dick with his own saliva and forcing it in was not enjoyable for me. He told me that if I didn't like it he wouldn't bother. And he never did."
- "He could make home feel safe, he could make our relationship feel safe. He could do these things then work with me to work on trust."
- "My partner could do his share (or any) emotional labor towards maintaining our relationship, provide non-sexual touch, initiate conversation, etc."
- "Discuss things we disagree on until we fully understand each other and if possible or when necessary come to a compromise instead of getting angry, yelling, and refusing to have an adult conversation (about any issue)."

- “Be kinder to our children.”
- “Stop yelling at me.”
- “He could stop treating me as if all I’m here for is running the house.”

Their husbands don't like to hear this, but many times, these women are done with sex.

The reason isn't really because of sex... it's because of really bad sex and bad relationships. Pump cum and done sex results in a severe Orgasmic Cycle that can kill intimacy in every area of a relationship.

I've explained the Orgasmic Cycle, so you know what causes this problem around sex. I always felt something was wrong. As I got older and hit a midlife crisis, I decided to fix my sex life.

I toyed with divorce at the time. I wasn't really going to get divorced, but I thought about being with a different woman in a different world.

After a lot of thought, I decided to change my existing world and make sex wonderful.

Somehow.

At that time, we were having sex once or twice a week, like every other couple.

My wife liked the closeness but didn't really enjoy it all that much.

I did what most men do. We try new things. That's what we always do when we are bored.

So I introduced various toys into the bedroom, hoping to rejuvenate our sex life with novelty.



*Photo 35199587 © Axel*

*Bueckert | Dreamstime.com*

Novelty gives a dopamine spike in our brains because dopamine spikes when something is new and interesting.

We can get addicted to this dopamine spike.

It's the same addiction cycle for drugs, alcohol, sex, getting an A on a test, getting a raise, winning the girl.

It's all about the dopamine spike.

The dopamine spike comes through the brain's reward circuits. And nothing is as rewarding as sex.

So there I was, trying new and novel things to rejuvenate our sex life, but it wasn't working.

So I began my search.

I read Ayurvedic and Taoist and other texts from the ancients.

I studied Masters and Johnson and Kinsey and everyone I could get a hold of.

I ended up with two full bookshelves loaded with nothing but books about sex. I read all of them and studied them, but I still didn't get an answer.

One thing that I did find from my research, was that there was a danger to ejaculating in an undisciplined frequent fashion.

And there was a hint of a new type of more rewarding sex that you would reach when you stopped ejaculating every time you had sex.

That was an interesting hint, but it didn't really click until...

...one day, I stumbled upon a small online, kind of secret group of men and women who had figured things out, and my life was never the same.

These men and women were focused on having sex for sometimes hours at a time. And although some of them would have ejaculatory orgasms, some of them wouldn't or couldn't.

One guy couldn't ejaculate into his wife because she had a health issue that prohibited it.

But they had figured out ways for her to have rolling orgasms again and again and again. And he had an incredible sex life around his wife's multiple orgasmic capabilities and they would have sex several times a day, for an hour or more.

I didn't find too many men having multiple male orgasms, but I do remember a guy who was very disturbed because he could give himself an orgasm just by thinking about it.

He felt this was very destructive and damaging somehow, although I think it's rather interesting.

That was hardly the most interesting sex practice I encountered. There is incredible inventiveness around sex practices.

There are many so-called kinks around it, kinks by both men and women. (And surprisingly to me, if anything, women are kinkier than men are...)

If there is a sex practice that is possible, it has been done before.

It's one of those things that has so heavily explored, and yet the information about it that's in public is pretty much all the same...and it all revolves around selling products and services, and marketing...and lots of really bad information.

One of the things about sex that makes it really difficult to study is that almost everything out there is misinformation.

## Lies and more lies around sex

Even if you go back to some of the pioneering researchers like Kinsey, you find a tremendous amount of lying and exaggerating.

The research is less than honest. Usually sex research is driven by some researchers' preconceived ideas and biases.

There's nothing you can say about sex other than good things. There's no criticism allowed. Everything has to be sex positive. And this makes true research very difficult to conduct.

When Marnia Robinson launched her landmark book, *Cupid's Poisoned Arrow*, she was heavily criticized. Lawfare was launched against her and her husband Gary. They eventually had to take down their website because it was attracting too much negative attention and litigation.<sup>2</sup>

But I continued my research and communicated with everyone I could who was inventing or documenting sexual practices that I had not heard about before.

One day, I had a startling realization. Sex could be completely different than the pump, cum, and done — the type of sex that I was used to and that I had never given a second thought to.

When I see a new way of doing something, I jump into the deep end of the pool, and that's what I did.

I stopped our existing sex and without much discussion, I said, "I'm not going to cum today," changing our sexual dynamic entirely.

Jodi wasn't happy about it. But we began having sex every other day for 30 minutes or an hour, and truthfully, our sex life and our relationship began to radically improve in every dimension.

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2. See <https://reason.com/wp-content/uploads/2019/07/Hilton-v-Prause-supplemental-brief-9-13-19.pdf>

Not just in bed, but in every aspect of our life, including with our friends, our children. We were changing before everyone's eyes, changing in the best way possible.

It took a long time for these changes to really take hold. The first month or so was kind of rough, and it took about six months to really get into the rhythm.

I find that in a relationship, it takes about six months for a new sexual practice to really take hold. The couple has to get used to a new way of having sex with each other.

It takes time for partners to get on the same page.

Sex became a million times better than it had ever been in my life.

The ancients I studied had talked about sex in a very sensible way. They're not always right, but their wisdom is incredible compared to today's views on sex.

Today, sex is used to sell products and services, especially to men, and there is no real depth or exploration around anything but the normal.

## **Dopamine spikes make ordinary sex boring**

Every time you think about sex, or see something that triggers a sexual thought, you get a spurt of dopamine in your brain.<sup>3</sup>



## **Dopamine Modulates Reward System Activity During Subconscious Processing of Sexual Stimuli**

Nicole Y L Oei , Serge ARB Rombouts, Roelof P Soeter, Joop M van Gerven & Stephanie Both

<https://www.nature.com/articles/npp201219>

Today's world is loaded with marketing messages around sex. So we are constantly seeing sexual stuff in advertising and social media.

Every time we see something sexual, it triggers a spurt of dopamine in our brain's reward circuit.

Eventually we get so many dopamine spikes that our brains get used to that and we become desensitized to it. Now we are desensitized to ordinary sex and it is no longer interesting.

Sex has become boring due to all the sexual triggers that are out there.

This causes men to lose erections...and it causes both men and women to lose interest in sex.

Because of all the sexual triggers, we are getting these spurts of dopamine all day, every day, and we become bored with ordinary sex as a result.

This, I think, is the reason why you see what's happening today.

## **Today's dopamine driven sex is killing true intimacy**

For example, young people who grew up with high-speed video porn are twice as likely to say they're bisexual or gay as previous generations<sup>4</sup>

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4. <https://www.tandfonline.com/doi/full/10.1080/00224499.2023.2225176#d1e3941>

Many of them say they're asexual. Many say they never even masturbate.<sup>5</sup>

We've never had a generation like this that is so uninterested in sex.

And the reason they're so uninterested in sex is due to the constant spurts of dopamine that we're getting all day, every day, and the early exposure to high-speed video pornography.

This has led to more and more consumption of pornography, and less and less actual sex and especially, less intimacy.<sup>6</sup>

You even read about the lack of kissing today when young people have sex, because kissing is "too intimate."<sup>7</sup>

Too many sexual triggers and too much pornography use has warped young people's reward circuits, and warped their feelings around so-called ordinary sex.

I have traveled all around the world, and I find that where porn is most pervasive, they are having the least amount of partner sex.

And since porn use has increased everywhere, sexual activity is in steep decline.<sup>8</sup>

So, what should be the most joyous and glorious human experience has become dull and boring.

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5. <https://www.psychologytoday.com/us/blog/sexual-intelligence/202208/why-todays-teens-are-having-so-much-less-sex>

6. <https://link.springer.com/article/10.1007/s12119-023-10195-8>  
retrieved 24-Jul 2024

7. <https://www.psychologytoday.com/us/blog/in-the-name-of-love/202101/why-some-people-refuse-to-kiss-during-casual-sex>

8. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6503462/>

And that's why so many young people are not even interested in having sex anymore, and why middle-aged and older people are satisfied with less and less sex.

And it has led to the rise of "kink."

## **The rise of kink**

The first thing we turn to when we get too much dopamine too often, is novelty. Novelty drives dopamine. So with all the sexual triggers and porn use, we turn to more and more extreme and novel sexual behaviors in order to get the same dopamine rush we were getting before.

This is often called escalation. Often porn users escalate to more and more extreme forms of porn.

A sex toy merchant did a survey that reports these results in 2018<sup>9</sup>:

### **Top 5 sex acts Americans are into:**

- Sex toys (49 percent)
- Rough sex (29 percent)
- Role play (29 percent)
- Anal sex (24 percent)
- Spanking (24 percent)

### **Top 5 sex acts Americans want to try in 2018:**

- Sex toys (30 percent)

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9. <https://nypost.com/2018/01/31/your-partner-probably-wants-a-kinkier-sex-life/>

- Rough sex (18 percent)
- Role play (17 percent)
- Anal sex (16 percent)
- Submission / Dominance (14 percent)

There is nothing wrong with any of this, per se. But one thing that struck me when I changed my sex practice away from pump cum and done — was that I was not interested in novelty at all.

Intercourse was just so fantastic that plain vanilla was the greatest thing in the world...and then it got even better.

Wow.

So that's why as people go down the dopamine path the "ordinary" becomes boring...and they often turn to more extreme forms of sexual expression.

The novelty could involve homosexual sex or some other type of fetish or kink that tries to attempt to keep sex interesting because ordinary sex is now so boring.

Novelty of course stops being novel pretty quick. And then it becomes boring also. Then the natural inclination is to escalate to more extreme forms of novelty.

And of course, it has to have an end.

That's why so many people today have stopped having sex at all.

These constant dopamine spikes desensitize us to normal sex and many of us just lose interest.

Many men lose their erections, lose interest in normal sex, and lose interest in their partner.

These are problems with ordinary sex and most people believe that relationships have to decline sexually.

But that is not true at all.

In fact, you can have the best sex you dared to dream of, and you can do it at any age, even if you can't get erections, even if you are both over 90 years old.

True.

## **The answer is Nirvana Sex — the greatest experience a human can ever have**

So ultimately, the dopamine path, the escalation, the loss of interest...led me to an entirely new sexual path.

And I developed a simple version of the greatest sex you can ever have with a partner...and I call my system Nirvana Sex. "Nirvana" is not meant as a religious term, but as a term for achieving the greatest joy and euphoria we are capable of feeling and experiencing.

When you have partner sex without the purpose of having an orgasm — I call that Nirvana Sex.

Thanks to Nirvana Sex — you can have intercourse any time you want, before or after an edging session... and you can now last as long as you want with your partner, while achieving extraordinary waves of orgasms before penetration, during penetration, and afterwards.

And you and she can feel the most joyous and expressive love for each other...greater than you felt at any time in the past, even your honeymoon period where you couldn't keep your hands off each other.

Yes, it's better than that even.

And if you boil it all down...for the man...

...it boils down to not ejaculating...

I don't ejaculate every time I have intercourse. I may have sex 8 times in 4 days, and only ejaculate once.

I have told my wife that is what I want, and she wants that for me — because I want that for me. So she doesn't try to get me to have an ejaculatory orgasm anymore.

### **But isn't orgasm the point of sex?**

I hope I've convinced you that there's a lot more to sex than orgasm.

But let me just say that what happens is, at first you don't feel very much if you don't cum. It isn't that great, truthfully.

But after a few weeks it gets really good. And after a few months it gets amazing. And after six months it's the greatest thing you can ever dream of on earth.

And after a year it's a hundred times better than it was at six months. And it keeps getting better and better.

Meanwhile, your entire relationship is incredible. Everything has no friction to it. There's no anger. There's no angst. There's no resentment.

Even things that involve arguing or differences of opinion are very easily resolved. The love that you feel for each other becomes so tangible that everyone can feel it.

It's an experience that you constantly have when you're around your partner or you think of your partner. Both of you just love each other so very, very much.

It's almost like being in a storybook. And you can have this for yourself every minute of every day for the rest of your life.

To get to the point where you are enjoying the pleasures of Nirvana Sex, you only have to overcome the learned behavior that leads you to head towards orgasm — but this is an easy habit to replace with a better habit — a habit of being very aroused and having incredible sexual pleasure, without ending it with an ejaculatory orgasm.

So I thought I'd just lead you through what a typical act looks like.

## **A typical Nirvana Sex episode**

You don't really need to be aroused at all to have Nirvana Sex. Sometimes if you're going to go to a show, you can plug in to her and you can have sex for 10 or 15 minutes in a non-messy fashion, pull out, put your clothes on, and then go to the show.

So it's true that arousal isn't required... but it is nice to have arousal sometimes.

So you get yourself and she aroused to some degree. You get her wet with maybe giving her oral. Perhaps she's very young and she gets wet without that, but it's nice to do. Maybe she gives you some oral, but you don't cum.

And then you enter your woman, and now instead of trying to thrust and thrust...now you don't thrust really hard.

Sometimes you aren't moving at all...there may be periods of being still and just looking into each other's eyes. Perhaps you lock lips together and you're kissing for 15 or 30 seconds which is incredibly arousing.

You move around sometimes. You're still sometimes. You could be inside her for hours if you want to be. Every time your erection starts to get soft, you can move around and get it hard again if that's what you want to do.

And you don't really even need an erection to have intercourse this way. I teach this to men who have very bad erectile problems...and they have the sex life of their dreams. Often we work on some other stuff and they end up having amazing rock hard erections again...but it's not necessary to have an erection to have Nirvana Sex (as I'll show you in a bit.)

Eventually, even though the sex is incredible and you never want to stop, life intrudes and it's time to move on with the day. So. you pull out and you're done.

That's basically it.

Remember: To avoid the ejaculatory orgasm, you may have to avoid positions and activities that are too arousing, because they will make you blow your load and you don't want to do that.

Overly arousing activities may include doggie style for some, or oral for another.

That doesn't mean you never do doggie style or get blowjobs. It just means you should do it when you want to cum — when it's on your ejaculation schedule — or learn to do it without getting so aroused that you ejaculate.

Of course, this not-cumming stuff is harder than it seems...

## **It Can Be Difficult NOT to Cum If She Cums**

You will find early in your journey that although you try not to have an ejaculatory orgasm, you often fail and you cum anyway.

That's cool. We all learn more from our "failures" than our successes. It is impossible to fail in anything when you are having sex — you are already succeeding!

But if you try not to cum, and you cum anyway — then next time try again... and this time, try to become a little less aroused than you were last time, so you don't cum.

When your partner cums, it is difficult for you not to cum, but you can definitely get really good at this.

And there is a huge benefit for you and your partner beyond the sexual pleasure you are now experiencing.



## **How Nirvana Sex Gets Women Excited About Sex (Again?)**

When I began Nirvana Sex, I was struck by how much my wife changed in her attitude about sex.

Before, it was something that she could take or leave, quite frankly, after menopause.

But now, with Nirvana Sex, she became multi-orgasmic for awhile, and loves sex any time and all the time now.

Despite the fact that she has a low sex drive.

I've found this again and again over the years, in coaching men on Nirvana Sex with their wives or girlfriends.

*[from Jay]*

Matt just checking back with you I have had an up and down week with the nirvana sex (went over the waterfalls twice when I didn't want to) but I did manage to get one 35-45 minute session!

At any rate I was extremely happy with the results because she was able to climax multiple times in this session and I did not and lasted for what was for me a marathon session (previous sessions only lasted 2-3 minutes with her having multiple intense orgasms after fore play with oral sex

Your woman tends to enjoy a huge sexual space when you are a Maximizer.

Because of course, as we have mentioned, fertilization sex is driven by the limitations of the man's penis. You're hard, you have sex, you cum, it's over for her and for you.

But not anymore! Imagine the limitless space she can now explore sexually.

She can often now realize multiple orgasms, her own waves of orgasms, because her pleasure isn't limited by a man's 3 to 13 minute sex act. No more limits because you thrust a few times and you cum.

No, not anymore.

So she can explore her new found sexual space.

That's what happened to my wife.

My wife began having lots of orgasms each time we had intercourse.

And this was very difficult for me at first — she would often cause me to lose it, and I'd have an ejaculatory orgasm. Lots of fun. Time to get back on the horse.

Now I try to cum only on the schedule and life is much, much better. And she doesn't choose to cum that often anymore, either.

This is what Nirvana Sex is about.

Women often have multiple orgasms and just love sex so much with a Maximizer. Or they can enjoy the closeness and intimacy and don't need to have an orgasm.

*[from Isaac]*

We switched to the ottoman and she was the cowgirl the ottoman was the horse and I was the saddle. Now I truly can say we experienced nirvana sex because neither of us climaxed (which 2 months ago I would have said it must not have been very good sex)

But the other phrase that has been in my head was as you put it, "to slow the fuck down", best advice I have heard yet massive game changer...

It was like we were dating again and hoping not to get caught by our parents!

So after it was all over ( kids came home) I asked her for her thoughts on what just happened and she said she honestly enjoyed it and could see herself doing that three to four nights a week!

Thank you so much Matt we are really learning a lot!

I have been struggling to get this kind of success with the E.D. And the premature ejaculation for almost 5 years now and trust me I have spent a lot of money for less than spectacular results I have gotten with your course!

If she decides to have hours of sex and not cum very often, that works even better. That lets both of you enjoy hours of sexual pleasure and connection with no drama, no issues — you and she against the world, get a room type stuff.

I find after a number of years, women settle into this beautifully and they love intercourse for an hour or more, without having to work towards orgasms. Just as my wife Jodi has.

On the other hand, some women continue increasing their orgasms and have more, and more, and more...

But in any event, I never suggest pressuring your partner one way or another. Whether she chooses orgasms or not — that is her business, not yours!

## **The End of Sexual Boredom**

For couples who have gotten bored with their sex life or feel unsatisfied, Nirvana Sex offers a whole new world of pleasure and connection.

It has the ability to make sex the most amazing and satisfying thing in a relationship again.

Even couples who already have decent sex lives report that Nirvana Sex brings their intimacy to an entirely new level.

And if you aren't in a couple relationship right now or if you don't want to be in one, Nirvana Sex can dramatically decrease drama in your sexual encounters and dramatically increase sensation.

*Last night and this morning it was feeling so good!!*

*My penis would be really hard and then it would get softer and then it would get hard again and then it would get softer, but I didn't care, hard or soft it just felt good!*

*All that cuddling and loving on my wife has just caused me to explode in these deep, incredibly loving thoughts and feelings toward her!*

*Thank you for sharing all of this wonderful knowledge on increasing levels of testosterone and libido, oxytocin levels, how to increase sensitivity and all the other invaluable knowledge that you are sharing- I really appreciate you, Matt, and what you've done for me in my life! Thank you!!*

## **The Dopamine vs. Oxytocin Tracks**

I found that human sexuality has two different "programs" — the dopamine track, which I've already described, and the oxytocin track.

These are kind of like pre-built software programs we have inside us, although of course far more complex than any computer software.

Let's start with the dopamine track. Dopamine is the hormone of want. It is involved when we get something we want, and when we lust after something that we want.

The dopamine track represents reproductive, biologically-driven sex through the pursuit of orgasm.

Fertilization sex.

This type of sex served an evolutionary purpose of encouraging reproduction and bonding just enough to raise offspring together. Dopamine sex tends to be fast and goal-oriented, and mostly focused on climax. It offers a quick hit of intense pleasure.

However, dopamine sex does little to foster true intimacy and affection between partners. As the novelty wears off in a long-term relationship, sex on the dopamine track also becomes less frequent and less satisfying.

Both partners can end up feeling disconnected and unhappy. We've seen how the Orgasmic Cycle and the Coolidge Effect drive us apart and create relationship drama all too often.

So the other track is there but it often undiscovered in romantic love. I'm talking about the oxytocin track.

Oxytocin is sometimes called the "love hormone" or "cuddle chemical." It is associated with warmth, affection, closeness, trust, and generosity between partners.

The oxytocin track represents bonding-focused, emotionally-driven sex.<sup>10</sup>

**Oxytocin during the initial stages of romantic attachment:  
Relations to couples' interactive reciprocity**

Inna Schneiderman<sup>a</sup>, Orna Zagoory-Sharon<sup>a</sup>, James F. Leckman<sup>b</sup>, and Ruth Feldman<sup>a,b,\*</sup>

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Sex on the oxytocin track is an entirely different experience.

There is no urgent race to climax. Instead, oxytocin sex emphasizes whole-body sensuality, plenty of skin-to-skin contact, emotional intimacy, and deep eye gazing between partners. Deep lengthy kissing. Incredible intimacy.

This creates a sensual experience of "merging" where both partners feel incredibly connected.

If I'm honest, I have to say that the oxytocin track makes sex a hundred times more pleasurable than the dopamine track.

Best of all, you never grow tired of sex on the oxytocin track. There is no need for novelty.

I'm with my partner almost 40 years and I can't get enough of her. We can't keep our hands off each other. It's mind-boggling...but then again, we eat three times a day and it's not like we tire of eating, right?

The oxytocin track lets us men have the best erections, too. They are long-lasting, highly sensitive and pleasurable.

### Oxytocin, Erectile Function and Sexual Behavior: Last Discoveries and Possible Advances

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<https://www.mdpi.com/1422-0067/22/19/10376>

Oxytocin sex fosters the feelings of satisfaction, love and trust that are the bedrock of a lasting relationship. Even as the novelty of sex declines, oxytocin sex continues providing profound fulfillment and connection and keeps relationships better, better, and still better.

So now that I've convinced you that Nirvana Sex is your path to the best life you could ever imagine let me get into a few of the details.

## How to Practice Nirvana Sex

Nirvana Sex activates the oxytocin track to provide an intimate, deeply satisfying sexual experience. There are three key elements to practicing Nirvana Sex:

1. **Relaxation** - Let go of any goal-driven mentality and relax into the experience. Avoid urgent horniness or vigorous thrusting. Melt together gently and sensually instead.
2. **Presence** - Keep your attention on your sensual sensations of the moment and on your appreciation and love for your partner. Gaze into each other's eyes, sync your breathing, connect heart-to-heart and soul-to-soul.
3. **Delayed (or no) Orgasm** - Orgasm produces a flood of dopamine that switches you back to the dopamine sex track. By delaying or not having an orgasm, you sustain the peak oxytocin experience. I only have an ejaculatory orgasm on

the schedule I discussed earlier in the book and I suggest you stick to your schedule.

The goal of Nirvana Sex isn't an ejaculatory orgasm — it's having full body orgasmic pleasure for 30 minutes or an hour. The time together ranges from amazing to the best sex you've ever had... then it is even better next time!

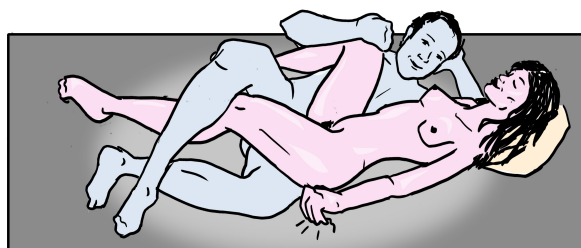
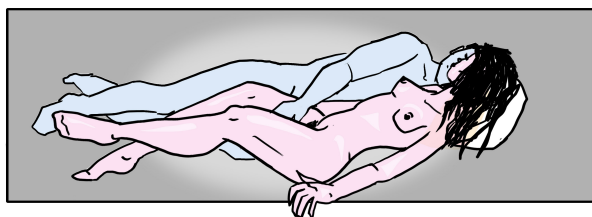
This can take a bit to get the hang of, but it's more than worth the effort. It will deliver to you the life you only dreamed of — and that virtually nobody else is enjoying except you (and me and other followers of my work, of course.)

You can practice Nirvana Sex and still have an ejaculation schedule like I discussed earlier. These two methods work extremely well together.

People who practice Nirvana Sex report incredible levels of relationship satisfaction, sexual satisfaction, and sexual desire. It's pretty amazing.

Some of the best positions for Nirvana Sex are scissors position, side-by-side, missionary, or cowgirl. These let you sync slow rhythmic movements and full-body contact without vigorous thrusting.





*Scissors position works extremely well with Nirvana Sex.*

Avoid positions that are overly stimulating.

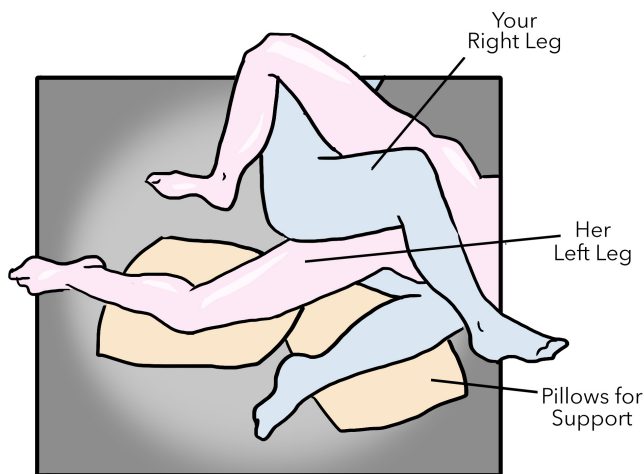
Use plenty of natural lubricant like coconut oil or olive oil. You can use butter if that's what you have. Avoid any silicon lubricants, and "personal lubricants" loaded with chemicals. Those are just bad news. Use only coconut oil, if you can. Or in a pinch, olive oil or butter is okay. Avoid almond oil and other seed oils which contain polyunsaturated fatty acids (PUFAs) that are harmful to humans.

And remember, you can do this any time you both want to have intercourse — there is no need to wait for arousal first. The man can be erect or soft -- that doesn't matter for Nirvana Sex.

A lot of men don't believe me when I say this, but if you have erection problems then Nirvana Sex is for you! You can "plug in" using the Intercourse Anytime technique that I outline here, and then have sex for 30 minutes or an hour or several hours — even without an erection.

The focus is on sustained sensual connection rather than vigorous pumping.

Move together gently in a relaxed intimate "hug." Circulate loving energy through your connected bodies. The scissors position is super relaxing and lets you have sex for hours.



*Another view of the amazing scissors position.*

The man should avoid ejaculation entirely, or at least for as long as possible. This sustains peak oxytocin and sensual energy.

The woman may or may not orgasm — she can simply relax into waves of full-body sensual pleasure.

I've seen many men improve or regain sexual function with the use of Nirvana Sex. It's remarkable how well it works.

*[from Steve]*

*I wanted to brag a little. Recently I started with the Oxytocin protocol (naked cuddling and caressing) and*

*root focus. The replay of the phone call with Eric where he recounted the story of a 68/71 year old couple who were having sex for over an hour per day inspired me to concentrate on those two strategies. On the weekend I had sex continually for two hours straight! Incredible.*

*That was the best sexual experience of my life and I suffered with performance problems, on and off, most of my adult life. Ironically I didn't orgasm and I was ok with that. Before, that was always my goal.*

*Now I see how Nirvana sex is much better than "fertilization" sex.*

## **Some Techniques for Avoiding an Ejaculatory Orgasm**

Especially when you're practicing early in your journey, you need a few tricks to get you through. So let me give you a few tricks that work really well.

The first trick is not a trick, really — but it's super useful. When you sense you are about to cum and you don't want to, the best thing to do is just stop moving.

Usually that's enough for you to lose some of your excessive arousal, so that you can settle down and continue having sex without an ejaculatory orgasm.

Another trick you can use is to smile. This will make you look like a deranged axe murderer, but trust me, it's worth it.

Not really an axe murderer, but it will sound kinda strange when I tell you about it.

For some reason if you smile, even if you don't feel smiley, that act brings your arousal down a little bit and makes it so you don't cum.

Smiling with a big smile REALLY helps slow down or stop the climax.

And another technique is this. Try this now. Look straight ahead to start. Now keep your head level, but look upwards with your eyes, as if you were trying to look into your head.

I call this the eyeball roll — and for some reason, it also helps to stop an impending climax.

Remember: roll your eyeballs as if you were trying to look at the top of your head. Your face stays level but your eyeballs roll upwards as if into your head.

Combine the techniques — you can smile and you can roll your eyes up at the same time while you stop thrusting.

Now you really look like a nutcase.

Don't worry — she won't be paying attention to your expressions, believe me. She has more pleasurable business to attend to.

Works great.

So those are three things you can do that all seem to help avoid an unwanted ejaculatory orgasm. And now...

## **The Best Technique of All**

The best technique of course is to go slow and to stop when you need to and to build up slowly.

As I like to say to people, and it's somewhat crude, but it gets the point across — slow the fuck down.

If you just slow the fuck down, that really makes things a lot better.

Of course you won't feel as much when you're slowing down, and she may be used to rough sex.

## **What If She Wants It Rough?**

I've had so many men tell me that especially young women want really rough sex with them and they have trouble because the woman wants rough sex, but the man wants to slow down.

What do you do in that case?

I really think that the man is in charge of what goes on in the bedroom. I think men are naturally dominant in the bedroom.

That doesn't mean that all men are dominant in all cases, but it's up to the man to say what he wants.

I'm going to have more to say about this in another chapter...

## **Overcoming Resistance to the Idea**

Some couples feel resistance to trying Nirvana Sex. They may think it sounds boring, too "new age" or unnecessary.

However, these attitudes quickly change once they try it.

Partners may not immediately realize how disconnected they've become sexually. Nirvana Sex needs to be experienced to be understood.

Most couples become passionate converts after just one or two sessions — although it can take longer for some people to warm up to the practice.

It's understandable to be skeptical of such an unfamiliar sexual practice. Our culture promotes dopamine sex as the only kind that "counts." But Nirvana Sex is tremendously satisfying in different ways that keep couples fulfilled long-term.

And you can practice your Maximizer method when you are having intercourse, of course. You can have waves of orgasmic pleasure looking into each other's eyes, for an hour or two hours or longer.

It's important to keep an open mind and give Nirvana Sex a fair trial.

The incredible intimacy simply can't be imagined until you feel it. Don't deprive yourself of deeper love and connection due to preconceived biases or because you've always done it the dopamine way.

Nirvana Sex has has a profound capacity to bond couples together heart, body, and soul. It provides emotional and physical nourishment you never knew were missing. It also dramatically reduces emotional drama in a relationship.

The inner presence and expanded consciousness created through Nirvana Sex ripples out into every area of couples' lives. They become more patient, loving, grateful, and happy within themselves and with each other.

Nirvana Sex is lifelong-learning. Each couple develops the practice in their own unique way as they learn and grow together. There are always new depths of intimacy, sensation, and pleasure to explore.

This is a little known path, but completely natural — and the rewards in pleasure and performance are almost impossible to overstate.

*[from Joe]*

*It's been about 2.5 weeks and I wanted to give you an update on our Nirvana sex. It is fantastic! It's going better than expected! The naked cuddling is amazing. We are really enjoying all of it and look forward to it each time we have intercourse or naked cuddle (we call it nuddling). We're sort of working on a soft weekly sched-*

*ule where we schedule it out week by week depending on our schedules with the kids. We're having intercourse 3X per week and I've been able to have intercourse without cumming 4 X in the past 2.5 weeks and it feels great! Root focus works with no blue balls!*

*She had an orgasm every single time except once and that session was over an hour long which was amazing! She said she really liked how it felt and came really close to an orgasm a few times.*

*She commented several times during this session how good it felt! That session was also one where I had planned on cumming and she knew this. I tried to time it where we both could go at the same time, but I went too early when I thought she was going.*

*I've never made it over an hour before and it felt fantastic!*

*The slow movements have also not had her in any pain the next day so she can recover quicker for the next time. Overall it's been a wonderful change to our sex life and I don't believe we will go back to the old way! We couldn't be happier with Nirvana Sex! Thank you very much! Here's to 120!*

## **Intercourse Anytime (The Unusual Practice)**

For men suffering from erectile dysfunction, the inability to get an erection can make intercourse difficult or impossible. This can put a huge strain on a sexual relationship and a man's self-confidence.

However, there is a little-known technique called the "Unusual Practice" that allows a man to have satisfying penetrative intercourse without any erection at all. This practice has transformed the sex lives of thousands of men.

*We did indeed do the intercourse anytime some more.  
She got off each time she got on top... just like being in  
her, although my penis was completely flaccid, we rode  
it out till she wet me and the bed again repeatedly.*

Not only does the Unusual Practice enable intercourse at any time, but it also brings tremendous sensual and emotional pleasure for both the man and woman. Over time, it creates new neural pathways that provide extremely intense whole-body orgasmic sensations during sex.

The Unusual Practice dissolves performance anxiety and makes sex easy, natural, and supremely pleasurable. It enables couples to connect intimately whenever they wish.

## **How the Unusual Practice Works**

Most people believe satisfactory intercourse relies on a firm, erect penis.

However, a surprising truth is that women experience the majority of sensual intercourse feelings from penetration of just the first 1-3 inches inside the vagina. This area contains thousands of nerve endings and provides women with immense pleasurable sensation.



Beyond those first couple inches, the sensation comes from the mental/emotional connection and full-body intimacy.

With the Unusual Practice, all these needs can be met without an erect penis.

When using the Unusual Practice, lubricant is applied and the man gently slides his flaccid or semi-flaccid penis inside his partner's vagina. 1-3 inches of shallow penetration is all that's needed for her to feel completely "filled" and experience intense sensual pleasure.



**Have her lay on her back and  
make sure she is very wet.  
Then slide your penis in.**

The man's focus is on relaxing into the sensations while providing loving caresses, deep gazing, and gentle movements.

There is no need for vigorous thrusting.

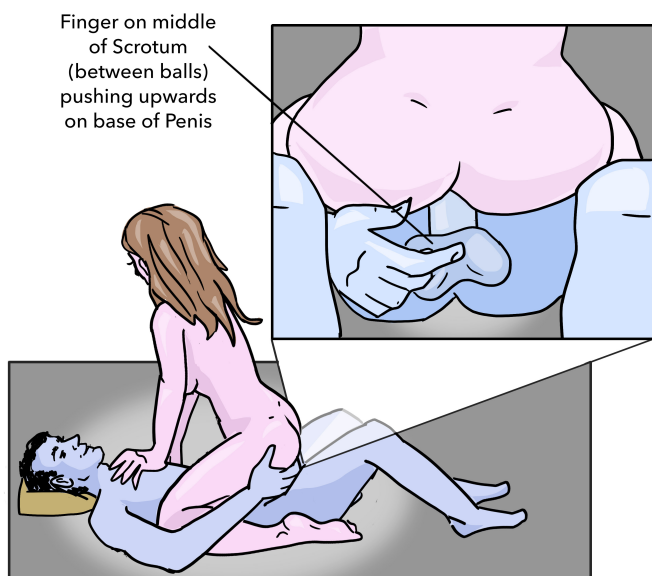
Both partners tune into the sensual energy flowing between their connected bodies.

Erections may come and go. Both partners learn to focus on sensual and emotional pleasure rather than physical friction.

## Advanced Positions and Techniques

Once a couple has learned the basics of the Unusual Practice, they can incorporate advanced positions and techniques:

- The Scissors Position - Excellent for long sessions of gentle, intimate intercourse. The woman lays on her back and spreads her legs. The man puts his thighs under hers and kneels so his penis is against her vulva, and he inserts his lubricated penis into her vagina.
- The Hidden Finger - Allows the woman to lightly grind her clitoris on the man's pubic bone during intercourse to experience blended clitoral and vaginal orgasmic sensations.



- Sensate Focus - Partners tune into the subtle sensations in their bodies — enjoying every caress, squeeze, and ripple of pleasure.
- Breath Synching - Partners sync their breathing rhythms together to become even more connected.
- Energy Circulation - Visualizing intimate energy circulating through both bodies as a figure 8 or circle.

These techniques enable incredible euphoric pleasure during intercourse. Both bodies may experience prolonged whole-body orgasmic states from the amplified sensual energy flowing between them.

## **The Life-Changing Benefits**

The Unusual Practice brings tremendous psychological and physical benefits:

For men:

- It banishes performance anxiety and shame, allowing men to connect confidently.
- Natural male virility and libido are restored. Pornography and fantasy lose all appeal.
- It prevents the loss of penile sensitivity from excessive friction. Orgasm becomes full-body and deeply satisfying.
- It boosts testosterone and semen production, creating better health and vitality.

For women:

- It allows women to fully relax and receive, enhancing sensual

pleasure.

- It enables women to experience intercourse and blended orgasms without relying on rigid erections.
- Women feel cherished through the intimate massage and connection. This boosts bonding hormones like oxytocin.

For both partners:

- Their relationship becomes an intimate sanctuary free of shame, anxiety or expectations.
- Sex gets better over time rather than declining. Each session brings new discoveries.
- Life force energy flows freely, creating better health, sleep, mood, and well-being.
- Their bond evolves to a profoundly sacred union. Outside stressors roll off like water.

The Unusual Practice utterly transforms sex from a pressured physical act into a place where a man can have complete confidence no matter what his penis is doing at the time.

## **And now it's time to do hand gliding**

Another thing that you want to get really good at is what I call hand gliding.

Hand gliding is when you run your palm over her skin so that there's like ideally a tiny thin layer of air between your hand and her skin.

It feels absolutely wonderful to do it and feel your love for her as you're doing it.

And she will love receiving hand gliding.

She will do it to you also.

It's an absolutely wonderful way to express love for each other and something that you want to get really, really good at.

It's so much fun.

## **Eye gazing is another incredible experience you will want to practice**

There is something magical about gazing into each other's eyes.

It's incredibly intimate.

In fact, it's probably the most intimate activity that we can engage in.

It's kind of strange that us humans feel this way...

...,but into her eyes is even more intimate than her receiving your penis inside her.

I like to look into my partner's eyes and try to do it for a minute or two minutes.

This is very intense, and you may want to work up to it.

There is a lot of magic to doing it.

It kind of builds a rapport and connection like nothing else.

Also, I like to look into her eyes when I am inside her, and I recommend that you do that with your partner.

If you do decide you want to cum, it's really wonderful to do that with eyes open, looking right into her eyes as you do it.

## **The value of naked cuddling**

And to conclude this section of the book, you want to really enjoy the intense and yet subtle pleasures of naked cuddling.

Just holding each other, looking into each other's eyes, comma, eye gazing, feeling each other.

I don't have to tell you how to cuddle, but with hand gliding and with looking to each other's eyes there can be an intensely wonderful experience.

Don't always turn cuddling into sex.

I like to schedule sex, as I said, and not to always have it be something that I'm trying to get her to do with me.

But I do really like scheduling naked cuddling.

You can't always do it, but if you can do it ideally every day, even for a minute or two, or better yet an hour or two, it will make you a much happier person in your whole life and will soothe and calm you down.

It's also quite common for people to find that their lifetime depression and anxiety lifts over a period of months when they're doing nirvana sex and lots of naked cuddling.

## **Make kissing great again**

One difference between today's generation and older folks, perhaps like you and me, are that the fine points of making out are lost today.

In the old days, we didn't jump right into bed, and so we all got really good at just kissing and petting and making out and trying to get a little further into our pants.

The experience, of course, known as "making out."

Today's young people don't make out.

They just hop into bed and go at it sexually.

But kissing is far more than foreplay. Because kissing is so intimate.

I know some women who are prostitutes who have told me that they will not kiss their clients. It's fine for their clients to have a penis inside them or to give them oral sex, but they don't want to kiss.

That's just a bridge too far for them.

Kissing is very intimate compared to even penis and vagina time.

The way that I suggest that you get into kissing is to have your lips on hers, of course, and beforehand get her to agree to do it for a long time.

So you lock lips together, look into each other's eyes, and you're kissing, and you're holding that kiss for a long, long time, a minute or two minutes even.

It's fantastic to kiss this way.

And notice: after locking lips, you should also open your eyes and stare into hers. You can keep your eyes closed if you want, but at least experiment with eyes-open, both of you, so you can do some eye-gazing while you are kissing.

Kissing this way will become an almost amazing and intimate experience.

One caution, though, this can be so arousing that it can put you over the edge and down the waterfall.

However, as we know, an ejaculatory orgasm at this stage is a common experience, especially starting out, and we just have to wait a little while and get back on the horse.

But remember, this Nirvana Sex kissing is so much better than regular kissing that it will be the way you want to do it forever.

The only thing is — don't do it in front of other people because they will start to get uncomfortable and suggest, of course, that you two get a room.

You lovebirds! Look at you two now!

## **Can you give or receive oral Nirvana Sex?**

A lot of people have asked me over the years if it's okay to have oral sex, either to give or to get, when you're doing Nirvana Sex.

Of course oral sex is absolutely wonderful, and you should have it whenever you want.

It can be fantastic for you.

There's absolutely no reason why you can't have oral sex, either giving or receiving, and practice Nirvana Sex intercourse afterwards.

In fact, they go very well together. Giving oral to her gets her wet and lubricated. Getting oral from her can get you more in the mood (duh!).

One thing that you do want to do, however, is kind of move into the habit of getting each other turned on **ONLY** — and not trying to get your partner over the waterfall, unless she wants to do that, of course.

I find that many times for women, after they have oral sex to orgasm, they are less able to pick up on the fine nuances of Nirvana Sex.

If you keep trying and failing at Nirvana Sex, this may be the reason — she is in a very orgasmic mood, and you can't resist following her over the waterfall.

Clitoral stimulation during oral sex will often produce this singular focus on orgasmic sex in the woman, setting you up for good sex, but not good Nirvana Sex.

So in general, it's better to give her oral sex to keep her on the edge, rather than have her experience orgasm from your tongue and lips and mouth. Now she's good and wet, and this makes Nirvana Sex intercourse really great.

Of course there are no rules here. It's just a suggestion.



In general, any position or any type of sexual act that puts you over the edge or her over the edge is something that you may want to lighten up on a little bit so that you can maintain nirvana sex and not have an ejaculatory orgasm.

## **The magic of plugging in**

Sometimes you just find that Nirvana Sex is so amazing that you can do it several times a day.

As I said, I do it twice a day.

And in fact, you can even do it more often.

One of the great things is to do what I call "plugging in."

With plugging in, you don't really need a lot of foreplay.

You hardly need any, really.

What you can do is, let's say you're going to go out to, oh I don't know, the opera.

Let's say you're going to go see La Boheme. You are a classy couple, and you love opera! Who doesn't? (But that's another book.)

What you do is get your clothes off and lubricate your penis. Depending upon her age and how well she lubricates, this may not even be necessary.

Maybe give her a few licks down there to get her wet and plunge right in.

You can plug in and you can be together for 10 or 15 minutes.

Then you pull out, zip up, and you're on your way.

The cool thing about Nirvana Sex is it's a no-fuss, all fun situation.

You can do it before you go out for the evening.

You can sneak in a quickie when your friends are in the other room.

There's all kinds of times you can have Nirvana Sex — before any event, or even during.

Of course, people will know that you're all lovey-dovey because of how you were touching each other, but the rest of the stuff I suggest you do in the other room.

## **And here are two big tips for the best Nirvana Sex**

One thing that people always do, to the point where it's a cliché, is have sex at night. And having sex at night generally involves having sex late after dinner.

So you're digesting food and it's late. Neither of those are very good for sex.

It's best to have sex on an empty stomach, actually. It is SO much better when you aren't digesting food.

And try having sex in the morning, when you wake up, rather than in the evening before you go to bed (or do both, as I do.)

You will have much better sensation and much more focus when you have sex in the morning after you've waken up...assuming you have a normal schedule — than you will having sex in the evening or at night — after you've eaten dinner.

Another thing that I found is that you can get into the land of words, of verbosity, of ideas and thoughts, and that is very counter-productive when it comes to Nirvana Sex. Here's what I mean.

The other day I woke up very early and I began to do some research, and I got immersed in my research. I was immersed in the world of ideas and words. Then when my wife and I got together, it was difficult for me to disengage from all those ideas and words swirling around in my brain and focus on Nirvana Sex.

I certainly did it, but it was harder than it normally is. So I do suggest that you have sex in the morning before you get involved in other stuff, before you check email and do things like that.

So having sex on an empty stomach, having sex in the morning, and not getting immersed in a lot of ideas and thoughts first, those are key tips for enjoying Nirvana Sex.

And above all, above any tips, I always teach men the Rule of One.

## **The Rule of One is Key to Sexual Enjoyment.**

The Rule of One states that you are the only one in the bedroom.

Now, at other times I've said there's three of you in the bedroom.

There's she, you, and your penis, because you can't really tell your penis what to do. It kind of wants to do whatever it wants to do.

But in the real situation, there's really one person.

That's you.

Not her or you. Just you. You are the only one, even when you are having partner sex.

Men are always trying to please women in bed because the men want to feel good about their sexual prowess, so they put pressure on the woman to perform.

Men try to make a woman happy in bed — and they try to make her squirt and they try to make her cum and cum again and all that.

And since you're already familiar now with this approach around sex that I call Nirvana Sex, you can see that it's not about pleasing a woman at all.

No.

It's about having a sexual connection together. You have a sexual connection together and you experience pleasure.

Your pleasure is your business. That's what you watch out for.

Your pleasure. Not hers.

Her pleasure is her business, not yours.

The Rule of One.

So if you like to give her oral sex, then you give her oral sex.

She loves getting oral sex. That's great.

But you love giving it to her. That's why you do it.

The Rule of One says that it's only you that counts. Give her oral because you enjoy giving her oral, not because she wants you to do it.

Do what you enjoy. The Rule of One.

Some people say, "Matt, doesn't that mean I'll be selfish in bed?"

It does.

It does kind of mean that.

But you also do things that you enjoy because she'll enjoy it too.

And you like her enjoyment.

This is what also really works well for women because women really love giving to a man.

They love doing things for a man that they like.

And so they like giving blowjobs or whatever it is to make you happy.

That's what women want to do anyway. So let her make you happy.

Be selfish.

Be centered around yourself.

You'll find it really makes everything a lot better.

And it takes the pressure off the woman.

## **Why Do Women Fake Orgasms?**

Women fake orgasms because men care so much about what the woman's experiencing that it puts a tremendous amount of pressure on the woman.

And as a result of this pressure, she would prefer to fake an orgasm to make the man feel better and take the pressure off herself.

I think that's a shame because it means that we're not giving her permission to just be herself.

So if you're following the Rule of One, she's not going to fake an orgasm because you don't really care if she has an orgasm or not.

Of course, being a guy, you care a little bit, but you try not to care.

The whole point of it is, you have a good time.

And if you have a good time, she's going to have a great time.

And you're somebody that's going to be at the top of her list because you don't pressure her to perform. You don't pressure her to have an orgasm or do anything else.

So that's why the Rule of One is so critical.

So now let's ask...

## **What about dating and Nirvana Sex?**

I would say about two-thirds of the men that I have coached over the years, probably around 50 or 60,000 of these men are single when I begin working with them.

A lot of times they don't remain single because they become very confident men and very attractive to women and they end up finding a partner. But they start out single and I've done a lot of work with people who are single.

So if you just go with the flow and let things proceed as they normally would...

...assuming that you don't have a religious problem with premarital sex...

...you will meet a girl, maybe you'll have sex the second or third date. Of course, it will be pump, cum and done fertilization type sex, and it will be okay. Not great. Just okay.

It's kind of what everyone expects. And this is generally the end of a good relationship, sadly.

If you are single, you will enjoy the chapter coming up that will help you find an amazing relationship you never dared to dream was even possible.

## **The greatest moments of your life**

Definitely, Nirvana Sex has been something that has been so transformational for me and for every man who tries it.

And that was, and is, a complete surprise.

After all, sex is automatic, isn't it? It seems that we are supposed to just "do it."

And Nirvana Sex is automatic — once you get over the past conditioning of pump, cum and done.

I think the reason we don't stumble on Nirvana Sex is that, as men, we just kind of fumble around as adolescents masturbating — and having really bad sex when we finally do get a real partner.

And ultimately, none of us really knows much about sex. And it is often not very good, as a result.

When I first became a health and sex researcher, my work was around ED and sexual problems.

At that point, a year or so into my work, I realized I really didn't know anything about sex.

I've been researching it for 25 years, reading the ancient texts, the current texts, Masters and Johnson, Kinsey, the quacks and the legitimate researchers.

And I still find that this experience of Nirvana Sex just absolutely transcends everything else in my whole life. Certainly it is beyond words.

It's the first thing I think about when I wake up, and it's the last thing I think about when I go to sleep.

My wife and I just can't keep our hands off each other now, and it's going on 40 years.

Everyone I've shown this to has the same kind of results, too.

So I believe that this is itself a huge step in your life, and I hope that you really try it, and I hope that you will stay with it.

It takes a while for the brain to kind of reprogram itself, but the journey itself is so much fun that I know that you'll enjoy the heck out of it.

And when you do, make sure you drop me a line at [matt@getrapidhelp.com](mailto:matt@getrapidhelp.com) so I can celebrate your progress.

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Facing obstacles in your journey?

Access my comprehensive troubleshooting guide with solutions to common challenges and expert strategies.

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# Chapter Seven

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## What could possibly go wrong

One of the themes of this book is that you can have abundant sex, and that by having abundant sex, you can have abundance in other areas of your life.

I have shown you how to have Endless Arousal and hours of rolling orgasms. I've also shown you how to have hours of Nirvana Sex with a partner.

All these sexual changes really kick in once your brain has changed — once neuroplasticity has altered your brain and made it more sensitive to this new way of having sex.

That process of brain change is not instant. And on the road to Endless Arousal and Nirvana Sex, some men get discouraged.

So in this chapter, I want to cover some of the things that can go wrong or interfere with the process of experiencing the sensations and benefits I've been talking about.



## **Nirvana Sex is boring**

I just don't feel very much, Matt. I hear that a lot with men who first try this.

There's a process of the brain rewiring the neuroplasticity that I referred to above.

And before the rewiring has taken place, the brain is still used to the old patterns.

There's actually nerve and brain cell networks that have to be recruited to feeling the exquisite pleasures of Nirvana Sex.

And before these brain cells and networks have kicked in, before they've been recruited and you don't feel very much.

It's just normal. You feel not too much. If you enter a woman and you don't move around, she may not like it, you may not like it. It just seems kind of like, oh, OK, so what now?

This is probably the biggest obstacle.

But I assure you, it changes. Each time you do it, it gets better and better.

If you just stick to it, you will begin experiencing these exquisite pleasures. But only if you can suspend expectation...

## **The enemy of Nirvana Sex is expectation.**

I know that you can't possibly start something like this without having some desired outcome.

But expecting that desired outcome on a timetable is quite fatal to the process. Sex is something that you really need to be present in the moment to be doing well.

If you're expecting something to happen, it can feel disappointing and it can feel bad.

So expectations are the enemy here.

What I would urge you to do is just follow the process. Just have faith in what I'm telling you. It totally works for every single person who does it, every single one. All you have to do is just stick with it.

I would say it's a lot like many things — like learning to read, or learning to ride a bicycle.

At the beginning, it's a frustrating process, but over time, you get really good at it.

So you just have to get through the beginning, and it will be fine, I promise.

You just have to get through the beginning and it will be fine, I promise. And I have one great trick to help you stick with this path.

## **Go by thickness...**

Stephen Wright has a wonderful joke.

I sat down in a bar right next to this really pretty girl. She looked at me and said, 'Hey, you have two different colored socks on.' I said, 'Yeah, I know, but to me they're the same because I go by thickness.'<sup>1</sup>

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1. <https://davennevins.com/loveofgod/topics/navigation/steven-wright.htm>

The reason I'm telling you this joke is because most people measure sex according to how great their orgasm was. However, I want you to look at a different measurement of how good sex is or was for you.

Us guys love measuring stuff. We can't help but to measure. Mine is bigger than yours, yours is bigger than mine, we are always measuring and comparing.

So it's all a matter of how we measure our sex. Like socks — we can go by colors, or we can choose to go by widths.

With measuring how good sex is or was, we can go by intensity, or we can go by something different...something that will help us attain Nirvana Sex pleasures and sensations.

This measurement thing is a game changer. Ready?

This new type of measuring the quality of sex will help you stay the course. So you can begin to have your brain change structure and experience those exquisite pleasure sensations that are waiting for you.

**The way to change the way you measure sex is by measuring it by the duration of intercourse rather than the intensity of the orgasm.**

Aim for time inside your woman.

The longer time you spend, the better. If you can spend 10 minutes instead of 5 minutes, that's good. If you can spend 20 minutes instead of 10 minutes, that's even better.

You can make progress and eventually be having sex for 45 minutes or an hour.

Let me just tell you something: even if you don't think you feel very much, if you have sex for 30 minutes or an hour, you're going to be very, very happy.

And you'll begin feeling more. And more. And more.

Even if you're early in the process, you can be measuring sex this way. It may be that you're not able to avoid ejaculatory orgasm, but maybe you put it off a little longer each time.

Maybe the first few minutes you last, then you last 5 minutes, then you last 10 minutes, and you get the hang of it and last as long as you wish.

You have to look at the duration of intercourse as a the way to measure your progress. And if you can't keep from an ejaculatory orgasm, then the length of time until you cum can be increased gradually...those little victories will assure you win.

That'll keep you going until the real pleasurable sensations kick in. Keep improving and you'll keep your motivation and then...OMG, you are in for the greatest time of your whole life.

### **"Endless Arousal is too difficult — I keep ejaculating"**

Of course, you will ejaculate when you do this because endless arousal at the beginning makes it very difficult not to ejaculate. So you have to look at it like we talked about with the socks.

Measure the duration you can go at it, while maintaining a high arousal state — without having an ejaculatory orgasm. Over time, this duration will become longer and longer before you ejaculate.

Eventually, sometimes you will do it and won't ejaculate at all. So you just have to continue this process.

Fortunately, it's such a pleasure to continue this that it's no chore at all. It's a lot of fun, and that makes it easy to get really good at it.

### **"I don't feel like doing it"**

I look back over the many years and can only recall maybe one or two times when I didn't feel like having sex. However, I think it's important that you do it anyway.

It's really valuable to have a schedule, a routine, and just have Nirvana Sex whenever it is on the schedule. I think that is a wonderful way of doing it.

We talked about a schedule before, and some people don't like schedules, and that's fine. Nobody is making you stick to a schedule.

But it seems to be helpful just to get into a routine and have sex on the schedule without worrying about whether you feel like it or not. As I always like to tell women especially, you will feel like it when you are doing it.

Lots of times, you don't feel like doing something until you are doing it. This is true sometimes around sex.

## **"She doesn't feel like doing it"**

As I mentioned many times, especially as they get older, women don't feel like having sex until they're having sex.

I can remind my partner of that, but the best thing to do is have a routine where you just have a certain time for sex, and nobody worries about whether they feel like it or not.

The only time we don't have sex on schedule is when one of us is sick and we don't want to spread it. Or if we're sick with something that prevents sex. Like a yeast infection.

There could be guests in the other room, and we don't want to have sex because it's noisy and we're self-conscious. Or perhaps there's been something really terrible that has happened.

Even terrible things, like a death in the family, make sex especially important. The connection and love you feel with another person

can help you through that terrible experience better than being by yourself.

Sex in these cases can be very healing, especially when bad things happen. So I would try to always stick to the schedule.

### **"She isn't into it"**

I think it's the role of the man in the bedroom to be more of the initiator and more of the dominant person.

Usually, in the bedroom, it's the man who must initiate this new way — because he is the one that sticks his penis into the woman. It is your job as the man to initiate these kinds of changes in the bedroom.

If you just do it and gently insist on it, she will go along with it most of the time. A big mistake men make is trying to pressure the woman.

If she wants to have orgasms, that's fine. We've talked about that already. Often, women end up having more orgasms when you start Nirvana Sex.

It's really important to have a relationship where you do it even if you or she isn't feeling it. Things will change, and you both will love it so, so very much.

### **"She wants it hot"**

They say that old habits die hard. This is very true, especially around sex.

Today, with pornography so ubiquitous, it isn't just men into porn; it's also women. This is a big reason why women have gotten used to having rougher and rougher sex.

They view more extreme sex acts on the internet and are desensitized in the same way men are. They feel less and less in their clitoris and vagina and strive for rougher sex as a result.

I've had some men experience erectile dysfunction because they went along with a younger woman's desire for very rough sex. Eventually, their penis became almost completely desensitized. Sometimes injury can even result.

At some point, you have to stop this escalation into rougher and rougher sex. Now is a good time to stop it.

That's one reason why I think it's helpful if you have a relationship where she will go along with something like this. If you have a very strong-willed woman who insists on hot sex, clearly Nirvana Sex isn't going to be possible.

You could still do endless arousal, though, and eventually, your results may be so appealing to her that she wants to try it on her own. Many times, you end up doing Nirvana Sex eventually anyway.

## **You want it hot**

Everything we see in pornography or read in erotica pertains to very hot sex leading to very hot orgasms. So, we end up consuming sexual content that is all about having an orgasm and hot sex, and that is naturally what appeals to us.

Nothing in the porn world or in the real world is ever about Nirvana Sex, so it gives us a warped perspective.

You just have to trust me on this: If you start on Endless Arousal and move to Nirvana Sex in your relationship, you will begin feeling more and more and more pleasure and connection...and it will be the best thing you've ever done.

You will have sexual abundance that you never dreamed of, and it will start translating into material abundance. You will have more than enough of everything in your life.

You will be living a life of euphoria and joy virtually all the time. Part of your brain will ALWAYS want it hot, and that's the part you just have to resist.

It gets easier to resist the little voice that says "cum, it's okay!"

The more you practice, the easier it gets to ignore that "cum" voice.

Remember, the voice never stops telling us to cum. It will never stop.

There's always going to be that little voice that says, "Hey, why don't you just come this time? What does it matter?" That always happens to me, even now, years and years later.

The desire to have an ejaculatory orgasm and very hot sex is very strong. But with practice, we get all the nuances, joy, and pleasure and it's easy to ignore the "cum" voice.

I once went seven months without having an ejaculatory orgasm. I wouldn't recommend that because I don't think it's very healthy, but I did it very easily.

I was wired for years so that I didn't want to masturbate, and never did. I had a lifetime since about age 12 of masturbating every day, and I just one day stopped cold turkey and never looked back.

The power of Nirvana Sex was so strong and wonderful that I never missed masturbating.

When I started Endless Arousal, I had to rewire to begin masturbation with these techniques.

**Is it really worth it to not cum all the time?**



The point I'm making is that you can rewire your brain patiently, and you will no longer want to have hot sex all the time. But even still, there always will be a little voice telling you, "Why not cum just this time?" but it will be no problem to ignore.

You get really good at ignoring that voice because the greater pleasures are so much greater.

You crave that, and you don't want the pleasure to end in 10 or 15 or 20 seconds. You don't want the orgasmic cycle to kick in.

An analogy might help. I love to eat eclairs, chocolate cream pie, and delicious desserts. I love them, but I don't eat them that much. I control myself.

There are a lot of things that I love to taste, but I don't eat. If I have them around my kitchen, a voice will always be telling me, "Why don't you just have a little bit of dessert? Have a little piece of chocolate cake. Have a little bit of cream pie. What's the difference?"

That voice will always be there. But I just ignore it, and I eat pretty well. Then, I have a little bit of sweets for dessert, and it's fine.

I don't cave in just because a voice is telling me it would be wonderful to have dessert. There is a higher self that we have, and that higher self knows what's best for us.

It allows us to ignore cravings that come from our lower self. That's the same way it is with Nirvana Sex and Endless Arousal.

The voice is there, but we just ignore it, just like the voice is there telling me that I should eat dessert all the time. I ignore it and only eat dessert occasionally after dinner.

And that's how you do it, how you reprogram your brain with your higher self knowing this is the way to move forward.

The title of the book by Norman Doidge says it all...he titled his book *The Brain that Changes Itself*. That's what we are doing with Endless Arousal and Nirvana Sex...we are changing our own brains to

experience far more pleasure, far more sexual and material abundance,  
than we ever thought possible.

## Chapter Eight

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# The Power of Fantasy in Enhancing Sexual Energy



*Fantasy can play an important role in being a Maximizer*

**W**e spend so much of our life in our heads. That means that we are experiencing sexual fantasies, sexual thoughts, sexual possibilities.

I think that men are thinking about sex at least once every five minutes. For me, it's probably once every five seconds, but maybe that's actually more normal than not. I'm not really sure. But since we're spending so much time in our heads, I found that it's very, very important to understand the role of fantasy.

At the beginning of my journey, for many years, I would tell men how to avoid fantasy, how to avoid porn and avoid fantasy, and it was very helpful for them. I had various methods that I would teach, and men reported great results.

And the truth is, the no-fantasy no-porn method worked for thousands of men. It helped them get off their porn addiction. It helped men who were experiencing erectile dysfunction so they could have successful intercourse again.

If you are trying to get good erections, if you are trying to kick porn, then you do NOT want to engage in fantasy for awhile. You want to get over those issues first, and the remedy involves NO fantasy and NO porn so your brain can rewire to more normal sensations and more normal dopamine spurts.

But for normies...

...I have changed my thinking about fantasy.

I feel now that fantasy can be harnessed towards better Nirvana Sex and Endless Arousal. And it's difficult to have endless waves of orgasm without fantasy. So there is a role for fantasy, and that role is actually super important.

Again, this chapter and fantasy is ONLY for you if you have good erections and you are not addicted to video porn.

## **Everything real started with a fantasy**

Everything real that we have in this world began as a fantasy or a dream or something in the imagination.

Someone had to imagine the telegraph and the telephone and the internet before those were invented.

That doesn't mean that sexual fantasies all become real.

Of course, you have a lot of sexual fantasies and few or none become real. That's the beauty of a fantasy.

So, well, before I identified fantasy as an enemy, now I identify fantasy as a friend when fantasy is done right. So in this chapter, I will show you how to do fantasy right.

By the end of this chapter, you will gain a new understanding of using fantasy to enhance your sexual energy and do it without harm to yourself or others.

Let's start with a point about fantasy that I never hear anyone talk about...

## **Fantasies Are Fun, So Long As They Are Just Pretend**

Fantasies are powerful mental images and words that can significantly impact our lives, particularly our sexual energy.

They are by definition, thoughts only. And thoughts are just thoughts...they are not real.

Fantasies can be non-arousing, a little or a lot arousing.

And what makes a fantasy very arousing is the idea that it's kinky and that it COULD be real.

So if you PRETEND they are being acted out, the fantasy is going to create a greater sense of arousal.

But that doesn't mean you will ACTUALLY do the fantasy thing. It's still just a fantasy, even though you imagine you are really doing it, or will be doing it.

For instance, I may fantasize that I will be spanked by three women. And if I pretend that these women are coming over, knocking on the door and bringing in their paddles and straps, and making me assume the position... well, then in that case where I really try to believe it is real or will be real...

...the fantasy will be more vivid and the arousal greater.

But all fantasies are just that. Fantasies.

Fantasies can be intense and arousing because they allow you to explore scenarios that might not be feasible or desirable in real life.

They can involve elements of control, dominance, submission, or other dynamics that are exciting precisely because they remain within the realm of imagination.

It's totally cool to have ALL sorts of fantasies. I may fantasize sucking a guy's cock, but I've never done that and have no real interest in doing it in real life. But pretending or fantasizing sometimes is arousing and fun.

## **The best fantasies are things we don't want to do in real life**

Novel behaviors, things that we find abhorrent or revolting (to a degree) — make more arousing fantasies.

It's pretending they are real, while they are NOT real... that gives fantasy more arousal power.

So fantasizing that a fantasy comes to life, that it becomes real, makes an ordinary arousing fantasy a LOT more arousing.

Especially if it's something we would never do in real life.

The more real we PRETEND a fantasy is, the more arousing the fantasy is likely to be... the more real we pretend it is, the more powerfully the fantasy affects us — making us aroused and excited.

PRETEND a sexual fantasy is coming true — and the fantasy will have a stronger, more arousing effect on you. The more vividly you can imagine a fantasy, the more arousing.

So, it's perfectly alright, in fact encouraged, to imagine that a fantasy becomes real.

But with part of your brain you always want to remember that the fantasy is just a fantasy.

And you have my permission to have any fantasy that you want, no matter what it is, no matter how kinky it is...

...no matter how little you would want to do that fantasy in real life...

That's the whole point of fantasy.

Some men pretend they are being spanked, or anally penetrated by another man, or raped by a group of women. Whatever it is, that fantasy will have greater intensity if it is erotic to you, and if you can vividly pretend (fantasize) that it has become REAL.

But it's still just a fantasy, which is really cool.

Because now, you can have a fantasy that you would never have in real life...and it can be super arousing...and it's perfectly okay to imagine that it becomes real.

Imagine any erotic fantasy you want, and imagine that it is real, to give it extra power. That does not make it real, and you are in no danger of trying to make it real, assuming you are a normal, sane person.

## **When is it a bad idea to fantasize?**

We can increase our sexual energy by using fantasy. We can increase our enjoyment of sex.

We can have endless waves of orgasms and Endless Arousal, using sexual fantasy.

But the truth is, if we just engage in Nirvana Sex, you don't want fantasy at all.

In fact, fantasy is counterproductive in Nirvana Sex. It can take your focus away from your partner and put it into your imagination which is not a good idea during Nirvana Sex.



In Nirvana Sex, you want to focus on yourself and in your sensations and your love for your partner.

But when you're doing Endless Arousal, when you are doing the endless waves of orgasms by yourself or even with a partner, then it really pays to develop your ability to fantasize...

...in order to create more arousing and more powerful sexual arousal.

There's a strong correlation between sexual energy and powerful sexual fantasy and it is done when you are doing Endless Arousal, but not Nirvana Sex.

## **The relationship between fantasy and sex drive**

People with a high sex drive tend to fantasize more frequently and more intensely.

But which comes first? Do you fantasize more because you have a high sex drive, or does fantasizing increase your sex drive? It's a classic chicken-and-egg scenario.

Regardless of what comes first, if you want to boost your libido and have more sexual energy, fantasizing can be a valuable tool. However, it's important to note that not everyone should indulge in fantasies.

Individuals who struggle with controlling their behavior or have a history of acting out should avoid fantasizing, as it can exacerbate these issues.

For those who can maintain self-control, fantasies can be a healthy and enriching part of life. For people with mental illness, it is a really bad idea to engage in fantasy that the brain could perceive to be real.

For a mentally ill person, fantasy can become self-deception and that can lead to harmful behaviors.

So now that we have that out of the way...

## **Fantasy vs. Fantasizing: What's the Difference?**

There is a crucial difference between having fantasies and actively fantasizing.

Having fantasies are what happens to you when you aren't trying to have a fantasy.

Everyone experiences these spontaneous fantasies throughout the day.

Research shows that people have sexual thoughts or fantasies every few minutes.

Men typically have more fantasies than women, and as people age, particularly women, the frequency of these fantasies decreases.

Fantasizing, on the other hand, is the deliberate act of creating vivid and detailed fantasies for personal pleasure.

Those who can do this with a high degree of clarity and vividness often experience higher arousal and better sexual performance. In

essence, practicing and enhancing your ability to fantasize can improve your overall sexual health.<sup>1</sup>

In one study, they had people practice sexual fantasies, and the folks who practiced were able to get more aroused and have harder erections. The effect continued for as long as they studied these folks, probably for life<sup>2</sup>.

It really pays to become good at fantasy.

That's the other reason why I stress how bad video or photo porn is, and how erotic stories are okay.

Remember if you are kicking porn, and suffering from ED that is caused by porn, you do NOT want to fantasize at all until you are fully recovered.

Erotic stories live in your imagination and an enhance your fantasy life...

...as opposed to videos and photos, which provide too much information and don't allow your imagination to run wild.

Videos and photos are bad.

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1. Sexual Fantasies and Sexual Satisfaction: An Empirical Analysis of Erotic Thought

Author(s): J. Kenneth Davidson, Sr. and Linda E. Hoffman

Source: The Journal of Sex Research, Vol. 22, No. 2 (May, 1986), pp. 184-205

Published by: Taylor & Francis, Ltd.

Stable URL: <http://www.jstor.org/stable/3812439>.

2. <https://link.springer.com/article/10.1007/BF01541364>

Erotic stories are okay (if you are not suffering from porn addiction or ED).

## 51 Most Common Fantasies

It's natural to have a lot of shame around fantasies.

We don't really know what anyone else's fantasies are, so we think we're the only one having these fantasies.

We think we're weird and we are ashamed.

That's why I wanted you to see the most common fantasies people have, from the most common to the least common, so you can see that your fantasy is nothing that is super interesting or extraordinary<sup>3</sup>.

This list is roughly in order of frequency. The shorter answer is, everything.

The long list is as follows. **And feel free to skip this if you want to.**

Interestingly, many fantasies once deemed deviant, such as those involving dominance or submission, are now understood to be quite common. Normal, really.

The truth is, that a significant portion of the population has fantasies that might seem unusual at first glance but are actually quite normal.

Take a look at the lower part of the list above, the items near the end of the list, that are least common but common enough.

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3. <https://journals.sagepub.com/doi/pdf/10.1177/0306624X221086569>

So how are fantasies important to us?

## **Get good at fantasy by practicing**

Fantasies can play a crucial role in enhancing sexual arousal and performance.

As we build up more erotic thoughts and images, we get better at fantasizing. This allows us to more easily edge at a higher level of arousal.

You can get good at sexual fantasy. And getting good makes you more sexual, more of a Maximizer.

My advice is to practice detailed erotic fantasies as often as possible. You'll get better at them and they will become more vivid. I'll have some tips to fantasizing more effectively in a bit. First though...

## **"I Fantasize About Having Sex with Men... Does That Mean I'm Gay?"**

No. It does not.

It's quite common and normal for hetero men to fantasize about sucking cocks, or having their cock sucked, or penetrating anally or being penetrated anally.

It's all good, bro!

And it's fine to fantasize about ANYTHING. It does not make it any more likely that you will become gay, or want to have actual sex with men.

Remember, a fantasy is more powerful the more real you pretend it is... but that does NOT make the fantasy real!

It feels real. But it is not.

And doing something in real life, like having sex with another man, is something you may or may not feel like doing. But fantasizing about it has no effect on **WHETHER** you will or not in real life.

Not that it matters either way. But the same goes for **ANY** fantasy.

So give yourself permission to fantasize about anything. It won't affect real life (if you are mentally healthy of course).

This is a **KEY** to fantasizing... being safe because you know that you can imagine a fantasy is real — but that does not make the fantasy any more likely to **BECOME** real!

People who are mentally disturbed will have fantasies and then act on them. But healthy people just have fantasies and do **NOT** act on them... even though they may fantasize and **pretend** that they are acting on those fantasies.

But they're not. Because it's just a fantasy, remember?

So with that idea of a fantasy not being real, it's time to use fantasies for greater arousal.

## **Enhancing Your Fantasies: Techniques and Tips**

To make your fantasies more vivid and effective, focus on incorporating as many senses as possible.

Imagine the smells, tastes, tactile sensations, sounds, and sights involved in your fantasy. The more detailed and sensory-rich your fantasies, the more arousing they will be.

I've found fantasizing about a sense of smell is very powerful during a sexual fantasy of any kind. Smell makes fantasy more vivid.

Some individuals can become so skilled at fantasizing that they achieve orgasm without any physical stimulation.

This demonstrates the immense power of the mind in sexual arousal and satisfaction.

To reach this level, you need to practice vividly imagining every aspect of your fantasy, from the environment to the physical sensations.

## **Fantasy vs. Reality: Keeping Them Separate**

There's no inherent link between fantasizing about something and actually doing it, except in cases involving individuals with severe mental disturbances.

For most people, fantasies are a safe and healthy way to explore their desires without any real-world consequences.

It's important to remember that fantasies are just that — fantasies. They are not meant to be acted out in real life.

I've also found, as the cock-sucking example illustrates, that it is often more fun to fantasize about something we would never do in real life at all.

A dominant person in real life can fantasize being submissive to some dominatrix in his fantasy. A submissive in real life can fantasize about domming someone else.

Similarly, fantasies about public sex or being watched can be thrilling because they tap into the fear of being caught or the desire for exhibitionism. That we would not want in real life.

On the other hand, some fantasies are rooted in past experiences.

A memory from adolescence, a particularly exciting encounter, or even a scenario imagined from a movie or book can become a powerful fantasy.

These personal, context-specific fantasies can be incredibly arousing because they are tied to real emotions and experiences.

## **The Benefits of Fantasizing**



*Practicing fantasy can enhance your sexual power and desire.*

Fantasizing can have several benefits beyond just sexual arousal. It can help you explore and understand your desires, increase your libido, and even improve your sexual confidence.

By engaging in regular, vivid fantasies, you can maintain a high level of arousal, which can be beneficial for your overall sexual health.

It also helps you give permission to your partner to have more vivid fantasies, and to articulate her fantasies. Which is tons o' fun.

Practicing fantasy can also enhance your creativity and imagination. It allows you to explore different aspects of your personality and sexuality in a safe and controlled way. This can lead to greater self-awareness and a deeper understanding of your sexual preferences and boundaries.



And that's why I'm so hip on erotic stories and not using video or picture porn.

Erotic stories can help to build new and more vivid fantasies. They arouse when you read them, and they arouse later when you think about them.

Also consider these practical tips:

1. **Set the Scene:** Create a comfortable and private environment where you can relax and focus on your fantasies without interruptions.
2. **Use All Senses:** Engage all your senses in your fantasies. Imagine the smells, tastes, sounds, and tactile sensations as vividly as possible.
3. **Practice Regularly:** Like any skill, fantasizing improves with practice. Dedicate time to explore your fantasies and refine them over time.
4. **Stay Safe:** Remember that fantasies are mental exercises. Keep them separate from reality and avoid any behaviors that could harm yourself or others.

## **Should you fantasize only about your partner?**

I think it's really nice to fantasize about your partner.

It can be especially thrilling to recount a recent sexual event in your head. Maybe enhance it a little bit or just enhance your feelings about it.

If you're doing Nirvana Sex, you don't have to enhance because you'll feel that way already. But there's really no need to only fantasize about your partner.

I think you should include her in your fantasies for sure because they're fantastic. But feel free to fantasize about other people and other events as well.

## **Finding her core sexual fantasy**

If you think back to your adolescent fantasies when you first started to masturbate, you probably recognize a common theme that may run through your fantasies today.

Fantasies do tend to evolve and get more complex and more interesting, but the core of your fantasy generally remains intact. It's useful to give you an example.

If you used to masturbate and you were thinking about women overcoming you sexually and having their way with you, that type of compulsion to have sex with women might be a common thread running throughout your fantasies even now, decades later.

And that's cool, but I want to bring up the fact that sometimes women will have a core sexual fantasy. Well, they always will, and it's very useful for you to identify what it is because then you can feed it back to her and enhance it, and you can help her get more aroused if that's your goal.

So I find that it's useful to get a woman kind of worked up, sexually aroused, and when she's aroused, on the edge of orgasm, you can ask her questions about her fantasy and you can give her permission to fantasize more elaborately. You can direct her by questions like, "isn't it great when a guy goes down on you," or whatever you think her core fantasy is.

When you figure out her core fantasy you can feed it back to her during sex, which can help her maintain arousal, especially if you aren't doing Nirvana Sex, or if you are doing it but she enjoys the fantasy talk.

## Embrace the Power of Fantasy

Fantasy can be a powerful tool for enhancing sexual energy and satisfaction.

By practicing and refining your ability to fantasize, you can increase your libido, improve your sexual performance, and enjoy a richer, more fulfilling sex life.

Just remember to keep fantasies in the realm of the imagination and avoid any forms of media, like porn, that can lead to unhealthy dependencies or escalate into problematic behaviors.

Whether you're single or in a relationship, healthy fantasizing can be a valuable addition to your sexual repertoire.

So go ahead, explore the depths of your imagination, and enjoy the benefits of a vivid fantasy life.

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*Discover to harness the power of imagination safely and effectively.*

*This guided exercise helps you explore fantasy in a healthy, constructive way.*

*Scan the QR code for your free exploration worksheet.*



# Chapter Nine

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## The 7 Favorite Lies They Tell Men

There are so many lies fed to men, shaping our behaviors and expectations in ways that often don't serve us.

In this short chapter, I thought I'd share what I've learned about these misconceptions, how they impact us, and what the reality truly is.

### **Lie #1: Male Privilege**

One of the big lies is that men have a significant advantage over women—male privilege.

Dr. Roy Baumeister's book, *Is There Anything Good About Men?*, challenges this idea. While women have historically faced immense hardships and injustices, it's not as one-sided as it's often portrayed.

In many ways, men face unique challenges. We hold the dangerous jobs — those high-risk roles like construction on skyscrapers or deep-sea fishing.

Look at the educational system: boys are lagging behind. Women are graduating from college at higher rates than men.

Society has shifted in ways that don't favor men. Our institutions are anti-male now.

More and more organizations are run by women. Women unfortunately, do not often do a good job running these organizations and institutions.

Women CEOs of large companies usually are not doing a wonderful job, to say the least.

Of course, the "patriarchy" and the "glass ceiling" is always the problem. It always comes back to the supposed sexism of men.<sup>1</sup>

## **Lie #2: You Have to Work Out First to Get The Girl**

Another pervasive lie is that you need to be ripped to attract a woman.

This idea, fueled by social media and dating apps, suggests you need to be a "Chad" — tall, muscular, and wealthy.

You have to first be in great shape, this lie says — THEN you can meet women.

The internets are full of bros and gurus who are saying that, "Bro, you need to get in shape first."

And this is a toxic myth because it assumes that you can't get a woman until you have accomplished X, Y, and Z.

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1. <https://www.nytimes.com/2017/07/21/sunday-review/women-ceos-glass-ceiling.html>

And that is completely wrong.

I call B.S.

While physical fitness is beneficial for health and confidence, it's not a prerequisite for finding a partner.

You are already good enough as you are. Maximizing your masculine drive is more about who you are than how you look.

I know 100% that if something happened to my wife and I was on my own again, I could go out and find amazing women. I get women hitting on me literally all the time.

It's not because there's anything special about me, it's because I'm a Maximizer now. And women aren't used to real men, real Maximizers.

It has nothing to do with big muscles and working out. It has everything to do with your confidence and your attitude.

### **Lie #3: Women Want You to Be Vulnerable**

There's a belief that women want men to be vulnerable, to share their feelings openly and even cry.

That's what the Left Coast and Right Coast lefties want us to believe. They write the scripts that Hollywood produces, so they have a hold on the popular culture.

But all this is false.

Women do NOT want a man who is vulnerable. Men who cry actually upset and disgust women.<sup>2</sup>

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2. <https://worldcrunch.com/culture-society/why-women-hate-it-so-much-when-men-cry-in-public>

Men who are sensitive, vulnerable, *scare women* – especially when a sudden display of feeling might seem to presage some kind of breakdown or God forbid his ability to bring home the bacon. And men know this. So men hold back their tears and try not to cry, and may also get angry when on top of whatever it is that is making them want to cry they feel the strong pressure *not* to.<sup>3</sup>

This sums it up. Crying men, men who express vulnerability, are exactly OPPOSITE what most women want in a man.

Women want a man who can defend them, and who can stand up to bad things happening.

Vulnerability suggests the opposite — it suggests the man is weak and unable to protect loved ones.

Sure, being emotionally honest is important to a point. But being present and attentive is much more important than showing vulnerability.

Most women appreciate a long term partner who is steady and reliable, but **not** someone who mirrors their emotional ups and downs. In a good relationship, there's a balance. Women provide the emotional steam, and men are the governors who calm down the woman and help her deal with her excess emotional steam.

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3. <https://worldcrunch.com/culture-society/the-mammas-of-the-italian-mob#.UQK57aFU4Ww>



Women basically want a rock, someone they can depend on, especially during tough times, and someone who can protect them and be cool and calm in the face of problems and difficulties.

Pay no attention to this lie, please.

## **Lie #4: Men and Women Are Equal**

Legally, men and women are equal.

But in reality, we're different. We are not equal.

Men can't bear children. Women, generally, don't have the same physical strength as men.

Women's brains are different. I briefly mentioned how women are not usually CEOs of very large corporations. My wife hated when I said that, ha! But she couldn't argue.

It's just that women are smarter than men in some ways — they want a good life and don't want to be working 15 hours a day, 7 days a week, which is what it takes to excel in the world of huge public international corporations.

Women can do almost anything men can. And men can do almost anything women can. But why would we want to?

I don't want to be emotionally vulnerable the way so many women are. I want to be my masculine self, a problem solver, good at fixing things, and a leader amongst men.

My wife doesn't want to do any of those things. Thankfully.

My wife is wonderful around people. She can read their moods. She can talk to someone who has been a good friend of mine for 10 years, and she finds out more about him in 10 minutes than I ever know. She is remarkable at figuring out people's social situations and their dramas.

I'm not good at any of that.

These differences are normal, and should be acknowledged, not ignored.

Each gender has its strengths and weaknesses, and this balance is what makes partnerships beautiful. Men and women are NOT equal. We are very different.

## **Lie #5: Women Care About Your Problems**

Sure, women care about their partners.

But there's a nuanced truth here...

Women often look to men for stability and security. If a man constantly shares his problems and vulnerabilities, it can make his partner feel insecure about their future.

Here's a fact — women don't want to know much about your work, your business, what you go through when you leave the house in the morning to slay the dragons.

She wants security, safety, and some excitement — but not too much. None of what she wants, has anything to do with the nitty gritty details of your work.

And especially, the tough issues you go through — if you go into it too often and in too much detail, you make her question your future together.

This doesn't mean you should hide everything bad, but be mindful of the burden you share. Sometimes you want to keep bad things to yourself and not share them.

The "strong silent type" is attractive as a cliché for that very reason — women want a man who is resilient and calm and confident in the face of problems, not a man who keeps yakking about those problems.

It's important to maintain a sense of stability and assurance in your relationship, and often that means NOT talking about your problems.

## **Lie #6: Bringing Her Flowers**

The idea that you should bring flowers on a first date is another lie.

When I say bring her flowers, what I really am talking about is any actions that involve putting a woman on a pedestal, making it so that you have to earn her respect, earn her desire, earn her approval.

In reality, you don't have to do any of that. You shouldn't be doing that. She should be proving herself to you, not the other way around.

The way that relationships with men and women work, the way we're genetically designed, is for women to put out bait (her body, her breasts, her scent, her face, her feminine manner) showing that she is attractive.

Now the man comes along and gets her attention.

Now that the man has her attention, it's up to the woman to prove that she is worthy of the man at that point. That's how you need to look at it.

Especially in the last 50 years, sexually speaking, men and women are on an equal plane, since women don't have to get pregnant anymore when they have sex.

So really, you should make sure that she is demonstrating her value to you. And this can be a constant process, not a one-time process.

She should be constantly proving herself to you. Showing she is kind, gentle, sexy, willing to please you, wanting your approval, a good mother to any future children, and a good partner.

Now that you are a Maximizer, you will put out these extremely masculine, strong sexual energies and women will be falling all over themselves to want to prove themselves to you.

It's a way of overvaluing a woman before she's proven her worth to you.

It sets a precedent that you're willing to give without her earning it.

This doesn't mean you should never do something nice, but don't start out by putting her on a pedestal.

Mutual respect and value should be established first. She has to prove herself to you first, before she deserves your flowers.

Stop liking her too much, before she has earned your like (not to mention love).

### **Lie #7: Don't Be Frankly Sexual**

I remember talking to my good friend Jonathan Green, the world famous dating coach, and he was telling me about how you get a woman to let you touch her breasts.

You can walk up to a woman and say a few words and literally she will be okay with your touching her breast (over her clothing).

I first thought that was insane. What woman would allow that? And then he told me how it worked, and I could say, "Yeah, that would work."

And it does!

And this proves this: Men are often told that they must hide their sexual desires. But they don't have to. They shouldn't.

When a boy dances with a girl in high school, he gets an erection and he tries to hide it.

That's just dumb.

Instead, be proud of your sexuality. Be proud of your arousal.

There is nothing to be ashamed about. In fact, you should be proud of being a man with a penis and especially being a man with balls.

Most men don't have either one... although they are anatomically complete, they are more like women than men these days. We've already seen that in our discussion of plummeting testosterone levels.

As a man, stop being ashamed of your sexual desires. Be frank and honest about them.

Men who are not frankly sexual are liars. Especially, men who end up in the friend zone...they are pretending to be interested in friendship when they really want a sexual relationship. That's a lie.

Honesty is key and especially honesty about what you want sexually.

Being frankly sexual means being clear about your intentions and desires. This honesty can prevent misunderstandings and foster genuine connection.

And the fact is that you are experiencing so much more romantic, sexual, and intimate success when you are honest about your sexuality.

You will find that as a Maximizer who is honest about your sexuality, you have so many opportunities to have sex with wonderful women should you want to do that.

You certainly will easily find a woman that you want as a life partner — because you are presenting your true self and there is nothing more sexy to women, than a man who is frankly sexual.

## Conclusion

Understanding these lies, and the realities behind them, can help men navigate relationships and life more effectively.

It's about balance — acknowledging your strengths, being honest about your intentions, and maintaining respect in your interactions.

By breaking free from these misconceptions, you can build healthier, more fulfilling relationships, and live a more authentic life.

So now, let's continue, shall we? With your new life as a Maximizer...

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Discover how to be confidently sexual while maintaining respect and authenticity.

This reflection exercise will transform how you express your desires.

Scan the QR code for your free confidence-building guide.



SCAN ME

# Chapter Ten

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## How Maximizers Magnetically Attract Their Ideal Partner

I think it's time we talk about how to attract your ideal partner. It's a big topic, but it's important to get it right.

I'm not suggesting that you try to change your whole personality to accommodate some abstract idea of what a woman wants. But it does help to determine what women really want as a man.

So let's discuss that right now.

### **What do Women Want in a Man?**

First, they want a guy who's on his way somewhere.

It's not about being rich but having ambition. A man on a road bound for a destination.

Second, they want someone who can protect them, physically and emotionally.

Confidence is key because it makes women feel secure. Men are very focused on appearance, but women look for someone who can handle adversity. How a guy handles setbacks is crucial.

That's where the rubber hits the road. Women are very scared and insecure. So she is going to pay super double attention to how you handle bad stuff that happens.

If you get all freaked out, she won't want to be with you. If you handle bad things like Mr. Smooth, like it's no big deal, with competence and an even keel, she'll be wanting you inside her and she'll want to be with you.

That's what women want in a man. A man going someplace, who handles adversity well.

So now let's talk about how you want to conduct your dating life for super Maximizer abundance.

## **Sexual Abundance as a Maximizer**

The first thing to realize is that you can get away with an awful lot more than you could ever imagine getting away with.

It's sometimes good to just push the envelope.

For instance, there's a type of therapy called exposure therapy. You can take an exposure therapy workshop you can find on Meetup in your area maybe.

And with exposure therapy, you learn how to go up to a stranger and say: "Can I kiss you?" or something as equally brazen.

And a lot of times you get away with it.



It works.

You can get away with an awful lot.

I remember someone that would go to women and say, "I'm doing a project and I want to be able to touch a woman's breasts. May I just touch your breasts please? I'll do it right outside of your clothing if you'll permit."

And a lot of women would say yes!

This is just an example of what you can do. You can do so much more than you think.

Many men are narcissistic, not very nice, and they get women to do all kinds of things for them, and the women do it. And I'm not suggesting you exploit or take advantage of women, but I am suggesting that you get what you want out of a relationship.

You get what you want, and let her figure out what she wants. That's her business, not yours.

Fundamentally, women love a guy who's confident, comfortable with who he is, who's going places, and who handles adversity well.

As I said, women are emotional creatures.

They want to have someone they can kind of attach to, who can calm them down and make them feel safe and secure.

Ultimately, in a good upbringing, her father is protective, her mother is nurturing — and a woman craves the protection, the man that makes her feel comfortable and safe like her father did, or does.

That's what a woman wants.

Of course, there could be a lot more to it, but that's the underlying psychological piece.

So as a man, if you want something, you can get it.

You can, for example, have two girlfriends and not lie to each of them, and they could be okay with it.

That's right. You heard me correctly.

You can be honest about it and have several girlfriends if you want to.

You can introduce one to the other.

You can have them go in bed with you together if you want.

There are simple ways of doing this.

It's quite easy, and a lot of times you can just get away with an amazing amount of stuff that you can't even dream of just by asking and expecting her to agree.

## **The Red Pill Movement and Relationship Myths**

When I first brought this up, my colleague Heather chimed in with a great point.

She said there's this whole "red pill" movement telling men they don't need women, that relationships are just traps.

It's a huge message, and it kind of lets guys off the hook. They think they don't have to try anymore because there's no point.

The Red Pillers say, why bother. Live your life without stupid, idiotic, dumb, women.

But that's just not a recipe for happiness.

It's a recipe for losers who prefer not to play the game, and therefore by not playing, they do not risk LOSING.

They can't bear to lose — so they parrot the "why bother, women are dumb anyway" line with each other, meanwhile being alone.

What I often see in Red Pill forums is a narrative about how getting into relationship with a woman is a bad idea, despite strong evidence all around us that loving relationships bring more meaning and joy than any other endeavour.

I see that they've fallen victim to something that plagued me for much of my life, which is the desperate need to find the easiest way out and avoid responsibility.

When you struggle with something like relationships, and you secretly fear that no one will ever love you or treat you well, your brain will put forward this option of: *Hey, if you can convince yourself that it's pointless, then you get out of this effort and hassle, and you can avoid rejection forever!*<sup>1</sup>

It's not that everything the Red Pillers say is wrong. Here are some of their "rules". I can't say they are all bad.

- Never say 'I Love You' first
- Make her jealous
- You shall make your mission, not your woman, your priority
- Don't play by her rules
- Adhere to the golden ratio
- For every 3 texts or "I love you", reply with 2 of your own
- Keep her guessing
- Always keep two in the kitty (spin plates)
- Say you're sorry only when absolutely necessary

- Connect with her emotions
- Ignore her beauty
- Be irrationally self-confident
- Maximize your strengths, minimize your weaknesses
- Err on the side of too much boldness, rather than too little
- Fuck her good
- Maintain your state control (Frame control)
- Never be afraid to lose her

The same kind of Red Pill message is being pushed on women too.

In places like South Korea, there's a movement encouraging women to live independently without men. These women are given lots of rules too — and advised to give up men unless it is all on their terms.

But I've been married for almost 40 years, and I can tell you — life is so much better with someone who has your back. And you don't need to be a manipulative asshole to find true love.

## **Relationships have evolved from great to terrible**

Let's talk about how relationships have changed over the years.

Back in the day, marriage was an economic necessity. You couldn't survive alone. Nobody expected their spouse to be their best friend.

There was even a word used to insult men who loved their wives too much: uxorious.

Then, with the industrial revolution and increased wealth, people started marrying for love rather than for economic necessity.

George Bernard Shaw, the Irish playwright, once said something like, "You make your most important decision in life when you're the most emotionally disabled" — referring to how love blinds us.

Then, in the early 1960s, the Pill was invented, and women could have sex just like men could — without being afraid of getting pregnant.

And that put men and women on a truly equal ECONOMIC footing.

And in more recent times, dating websites became the primary means to find a partner. Like real life, lots of men pursue each woman, so women feel privileged. And as a result, they feel they can dig in and "wait" for the right guy...and meanwhile nobody is actually doing much dating or romance.

And many women do not want a romantic relationship at all. 55% of women who were previously married do not want a boyfriend or husband. More than half of women in a recent study said they did not care if they had a partner, or not.

So the pool of available women is shrinking, and women are more and more picky about who they will date.

But the real issue for men is that this pressure results in their accepting a bad deal, a bad partner.

## **Too many men make poor choices**

One of the most successful dating coaches on the planet, Jonathan Green occasionally hosts a show with me called Men's Mayhem, where we discuss problems men send in.

A common issue we see is people getting too deep with someone who isn't right for them because they ignore the red flags.

Men are so desperate for love that they will eagerly accept any woman who accepts them. And often these women are very toxic, neurotic, and disloyal. The men end up with girlfriends who cheat on them and who over spend and take advantage of the man.

Relationships like this are the Relationship Roach Motel – easy to get in, hard to get out.

But this can all be prevented. You can be very happy with one or more women... as a Masculine Maximizer.

And the more choices you have, the more you can afford to be picky about who you accept as your partner.

Dating is a numbers game and this is how men need to think about dating too. So they don't settle with a poor choice.

## **The Masculine Maximizer Is In The Driver's Seat**

As a man, you can be like a magnet — drawing women in and sorting through them, putting some on the front burner and others on the back burner.

With abundance comes the ability to be picky.

So now, you can pay attention to red flags and avoid being desperate. You can have an abundance mindset where you have more dates, and so you can afford to walk away from one because there is another after that, and another after that.

It's common for Maximizers to have two or three dates a week. When you have that kind of abundance you are in a position to not get overly attached to the wrong woman.

Abundance means you no longer fixate on one person. You are much more attractive, because women perceive you are in demand and have choices.

This is one thing the best Red Pill men have correct. You need to have women prove themselves to you, rather than approaching women hat-in-hand begging to prove yourself to them.

Being desperate and needy automatically drives women away. Being a man who has choices makes women want you.

But sadly, a lot of guys only get one date a year. Or none. Imagine the pressure on that one date. It's insane. You can't possibly be your best when you are desperate to work out.

So first, my formula for meeting women involves meeting a lot of them. That's what a Maximizer does.

This puts you in a position to pick and choose, projecting an abundance mindset that women pick up on. Everybody wants the guy that everybody wants.

And to be that guy, you need to know...

## **Why Women Want to Be Around You**

There is only one reason a woman wants to be around you...

And that one reason is because you make her feel good when she's with you.

That's it.

She wants to be with you because she feels good when she's with you.

And that's why you like her. You enjoy being with her, you feel good when you're with her.

Having wonderful sex that lasts for hours helps to make you so much more attractive to each other that it's like the sneakiest and best relationship "hack" imaginable.

But that's the bottom line of relationships. You like being around her. She likes being around you.

And with that, let's see...

## **What Women Really Want**

My very first job was knocking on doors when I was 14.

I would go around to neighborhoods and I would knock on their doors, step back respectfully a moment, holding my hands in front of me, clasped together in a non-threatening way.

They would open the door and I would chat with them, and I would get a person who was interested in some type of home improvement.

That would become a lead and the people I work for would pay me for those leads.

I was paid \$2.35 an hour plus commissions on the leads.

This taught me to talk to strangers.

So later on, I built up an alarm company of my own. In the midst of that, I became friends with a co-worker named Ron and Ron taught me how to meet women.

Ron had one or two girlfriends at any one point. He was always impeccably honest with them. So he would tell them that he wasn't marriage material or long-term relationship material. He never promised exclusivity.

Sometimes one of his girlfriends would connect him with another girlfriend of theirs and they would have a very good time.

He was always with much younger women, usually in their 20s while he was in his 40s.

And no, he didn't have money.

He didn't drive a really expensive car.

He lived in an apartment in Van Nuys, California, which is nice, but it's not a fantastic area.



My point is that money had nothing to do with his success. He was successful because women liked being around him.

The bottom line in relationships is that people like someone who makes them feel good.

I feel good around my wife. She feels good around me. That's basically it.

So, Ron's girlfriends enjoyed Ron and stayed with him until they ended up with someone better. They broke up with him without resentment or drama, usually.

He attended several ex-girlfriends weddings. That's how many still loved Ron even after breaking up and meeting someone else.

And Ron taught me how to meet women by just approaching them.

Now, at the time, there weren't a lot of options besides the cold approach.

You had so-called computer dating and you had Great Expectations where you would pay a lot of money and then you would go and watch videos of possible partners and go out with those people, maybe, based upon their videos.

It was a messy system.

Mostly, people would meet through referrals of friends of theirs, friend of a friend kind of thing, or perhaps they would meet randomly in person.

But I did cold approaches, and I think that works the best even today. Maybe especially today!

## **Making Cold Approaches Work for You**

Over the last 10 or 15 years, the idea of meeting in person has become anathema to people.

You just don't do it. You're not supposed to do it. You're not supposed to approach a girl who's on the street or in the gym.

It's embarrassing, it's shameful, it's wrong, you're disturbing her, and all of that couldn't be more wrong.

Wrong. Wrong. Wrong.

The truth is, many women love being approached.

Of course, not all of them do, but many do, and I like to think about it that way.

What I would do is go up to women. This is so simple, you can't even believe it.

I would just say, "What's your name?" with a big smile, and I would get in a conversation with her. I would sometimes pretend I had met her before. Stupid trick, I know, but hey it's all fair in love and war isn't it?

I would get about one phone number out of four approaches.

Out of those phone numbers, one out of three would go out with me.

I would basically get one out of 12 that would start dating me.

I would have to get 11 rejections essentially to get a good date.

Yes, I would get phone numbers from one out of the four women I spoke to in public... and usually these phone numbers wouldn't turn into dates...

They would be fake numbers or they wouldn't answer or they wouldn't be interested when I talked to them.

Today, when you meet a girl, just take out your phone, and do a selfie with both of you. Don't ask if you can, just do it. And then hand her the phone so she can add her number — and ask her to put her number in. That's how you get numbers today! Very few women will say no. And later you'll see her photo and

remember which woman she is — because when you have many you forget!

But out of four approaches, I got one phone number. Out of three phone numbers, I got one date. And I ended up getting girlfriends that way.

I had no shortage of girls to date. I had many dates this way.

## But What About The List?

It's interesting how improbable it is to meet somebody, because if you put together your list of things that you have that you want from somebody — your list — everybody has a list...

The list is insane.

I want a girl who speaks three languages including Swahili, rides a unicycle, has x-ray vision, and has huge breasts.

That sort of list.

But in reality, I'll settle for a girl with a pussy.

I like being around a woman who will have sex with me.

That's kinda how it works with men.

Your list may have a lot of different requirements on it, and the chances of running into somebody who meets those requirements is very low, maybe even near zero.

And as a guy, you know that you won't find a girl who meets the requirements on your list.

You don't expect to.

But women DO expect to meet a guy who meets their list requirements. In this tiny way, women are insane.

But remember, women have so many (poor choice) men chasing them on online dating platforms...that they are on a perpetual pedestal.

And now that women make as much income as men do, they don't need men for economic reasons. Many women now make as much or more than men make.

But you have to remember this: as a Maximizer, it's always possible to find somebody, always possible to find someone who's the right person, and you should always have confidence that you will do that.

Without regard to any "list." So don't worry about The List.

The Red Pillers say that women only want a guy who is rich and 7 feet tall. That's probably true, many women do want a tall and rich guy. That's on her list.

But even short men can have a wonderful partner.

Because she'll get to like you, even though you are only 5 foot 3, and you have a job but you aren't rich. Once she grows to like you, because she enjoys herself when she is with you, then her list doesn't matter.

Women's lists are just wishes. Don't take them seriously.

Don't worry about your own list either. You will aim for someone who isn't toxic, who you enjoy being with, who has sex with you, and is attractive to you.

That's your list. Okay?

And when you are going through people, one after the other, despairing and worrying about ever meeting Miss Right...

...then here's a mental trick that I learned early on in my work, while I was knocking on those doors.

I learned it when I read a fabulous book by Robert Ringer called *Winning Through Intimidation*, one of the all-time best-selling self-help books.

## **The Key to Handling Rejection**

Robert Ringer said that there are two ways that you can try to maintain a positive attitude.

One way is by expecting the next date — the next girl — to work out in your favor.

However, the minute you get a girl saying no, or laughing at you, or yelling at you — then your confidence disappears.

You expected success, and yet you got failure.

So the other way of getting positive results is by expecting a negative result in the short term, because that is what is most common.

That's what Robert Ringer taught me.

You get a positive result in the long run, by expecting a negative result in the short run.

Sure, you're prepared for the girl to say yes. But you are equally, even more prepared, for her to say no. That's cool with you, because each no brings you one more girl closer to a yes.

You expect a no. Many noes. On the way to a yes.

In the short run, the approach you're making is probably going to be a no-go. It will probably fail. You should expect most approaches to fail.

I already told you that I've only got one date out of 12 phone numbers, so 11 out of the 12 were non-dates or failures.

However, I expected that. I expected my result to be largely negative. When I had a negative experience, I just said to myself, "Okay, one more no. Now, I'm one step closer to a yes."

By expecting a negative result on a particular event, I could focus on the fact that I was guaranteed to have a positive experience in the long run and not get all bothered by "rejection."

Being able to handle rejection is THE most important part of meeting women. And if you expect the next interaction to be negative, but you are prepared for a positive response, you protect yourself and you can easily handle rejection because you expect it.

This is yet another example of the idea of focusing on process rather than on goals. The process is just to meet women and just do it, and then you get better, and you get experience, and you get practice.

This brings me to my second huge insight into dating...

## **Dating and Meeting Women Is a Skill.**

Like all skills, you improve with practice.

The whole point of dating is to practice.

The more practice you get, the better you get at dating, and the better you get at dating, the more confidence you have, and the more comfortable you are. The more confidence you are and the more comfortable you are, the more women are attracted to you.

Women are attracted to men who are confident and comfortable with who they are.

That's what women want in a man.

They want a man who is confident and comfortable with who he is.

Women are fundamentally insecure and emotional, and their search is for a man who can make them feel safe.

Of course, men and women are largely the same in many ways, but women tend to be more insecure and more emotional than men tend to be.

And that is why women really like to be around a guy that makes them feel better about their insecurities, that makes them feel protected and loved.

That's basically it.

Dating is a skill. You get better with practice.

You do better when you expect a negative result in the short run, because that will guarantee you a positive result in the longer run.

And you do better when you realize women want a man who is confident and comfortable with who he is.

That's what I learned about dating. Now, I did end up meeting women. One of the things that I've learned is I've sat next to people on dates and listened to what they say and how they say it.

I would have to say that us guys care way too much about what women think about us.

It's really true.

## **Most Men Care Too Much What the Woman Thinks**

We really care so much about what she thinks about us. And there is real freedom in not caring what somebody thinks about you.

The author and speaker, Byron Katie, says that when she goes into a room full of people, she knows that they're all people that love her, they just don't know it yet.

That's how I like to picture these relationships. People love me, but they don't know they love me yet.

Here's how I figured this out. As usual, with a failure. A heartbreak named Melissa.

I tried to sleep with her. She wanted to sleep with me.

I wanted to sleep with her, but the old Willie wasn't cooperative. This was one of my many instances of ED at the time.

Unbeknownst to me, she was comparing me to another guy, and she went with that other guy and I lost her.

I really liked her too, so I felt heartbroken. I was terribly upset. I couldn't eat for days. I couldn't get out of bed. I was so down, it was awful.

But I learned something else about the difference between women and men.

And one big difference is that men focus on one woman at a time, but...

## **Women Generally Have Several Men Cooking on the Stove.**

If you consider relationships like the burners on a stove, women have three or four pots on the stove, three or four men that they're with or in various stages with.

They never have just one person they are interested in.

There's one person at the gym that they like, who's there chatting it up with — that's on the back burner.

There's a guy they're going out with — that's on the front burner.

There's somebody that is introduced by a friend that they're going to go out with on Saturday.

That's another front burner.

So they're always moving the pots around from the back burner to the front burner or off the stove entirely.

Women always have a number of men that they have various stages of a relationship with, whereas men just generally have one.

That's a big mistake for men because men should have multiple women that they're dating.

It's so much easier to be confident when you have a full schedule and when this date isn't going to work out, you just say goodbye and



you have another date waiting in the wings that probably will work out.

So that's one of the things I had to learn — how different men and women are when it comes to dating.

So, Melissa had another guy she just went right to, and unbeknownst to me, when I went to bed with her, she was testing me.

I failed the test. I was bad in bed. I couldn't get an erection, so she went with someone else.

I had another girlfriend named Sandy for a while, and Sandy is someone that really made me realize that I had to care much less about these women until they earned my liking and trust.

## **Don't Like Them Too Fast**

Like most men, I was willing to basically give a woman lots of my liking and lots of my trust without her having to prove herself to me.

This is a very common thing with men.

Just because a woman is good looking, we figure that we just have to throw everything we have at her and hope that she likes us.

But I found that that is not true.

With Sandy, I found that I got very jealous because she would disappear for a few days. I'm sure she had another boyfriend.

I was driven crazy with jealousy. I would go by her house late at night looking in her window to see if it was there or if she was there.

It was awful, really.

And I learned that I had to have a whole bunch of dates and a whole bunch of women lined up, so that losing one of them didn't really matter.

And when one was someone I really liked, she would have to earn her way into my heart. That's what I learned with Sandy.

In this, Byron Katie says, "If I had a prayer, it would be this. God, spare me from the desire for love, approval, or appreciation. Amen."

I love that. That's my goal. To be spared of the need for love, approval, and appreciation.

So I can be happy with who I am, regardless of what others think about me.

Which goes against everything we're taught as we grow up. And as we grow up, we always have to have everyone's approval. Some of us never stop desperately seeking the approval of others.

We all need some approval. But we generally need lots of love and approval. Too much. It makes us do things that are bad for us — the drive for others' approval is so great.

The benefit of aging is that we stop caring as much about what other people think. It would be nice if we didn't care that much at all, to begin with.

Because if you don't care what she thinks, you're a much better potential partner for her. Women love a guy who doesn't really give a shit what they think. Everybody does.

Because you're a guy who doesn't care what other people think, you are a free spirit that she can admire. Now you have flipped the script: instead of you liking her automatically, she has to win you over.

And women love performing and attempting to win over a guy. They are built for that.

That's why you don't want to just be somebody whose affections are easy. Right?

There's a lot of people in history that understood this. If you look at all the famous and successful people, they were all Maximizers.

I'm going to draw your attention to one Maximizer at the risk of turning off some people who are of Indian descent.

Of course, I mean the subcontinent of India.

This is about Mahatma Gandhi. Mahatma Gandhi was celibate, but he had a very strong sex drive.

One of his methods was to sleep with his grandniece and other married women for years, day after day, night after night, in order to test his resisting temptation.

I don't think you should carry it that far, but he maintained and built a very strong sex drive by being in bed with very beautiful young women, even if he didn't have sex with them, which apparently he didn't.

So he was a Maximizer.

And if you look at a lot of other men who are successful in life, most of them are Maximizers.

Many of them have a strong sex drive and maximize their sex drive.

I read an interview of some nuns who worked at a hospice, and they asked the nuns what the most common regrets were on patients' deathbed. You know, what the most common regret was and is.

The most common regret someone has is: "I wish I had worked more to please myself, and done less to meet other people's expectations."

In other words, I wish I had been more true to myself and had been less interested in pleasing other people.

And to me, that's the way to live. I don't have to die to live that way, I can live my life like that now. For myself.

And if you're in doubt: all you have to do is observe how you feel when you're pleasing other people... observe how often you're making yourself unhappy.

I know so many people that if they're asked to lend money or they're asked for a ride or "can I borrow your truck" or "will you help me move" or any number of things — they'll do it if it's a pretty girl.

And it's really stupid. These men really screwing themselves over.

They're being used and they're being manipulated, and they don't get anything out of it. A lot of very beautiful women will take advantage of men this way. Why wouldn't they?

It's not like they're forcing the guy help them move. He's doing it of his own volition. It's all his own fault.

## **How to Say No to What Other People Want**

So I've learned a couple ways of saying no to people, and I have found that saying no is a tremendously valuable tool that I've gotten really good at.

So one of the things that I think about when someone asks me for a favor is — do I really want to do it or not?

And if I don't want to do it, I just say I really wish that I could, but I just can't.

I'm sorry. I wish I could, but I can't.

That's kind of what stops people because they go — oh, you wish you could, but you can't?

That's right.

Oh, okay.

And that kind of diffuses the situation.

You just have to be willing for people to be a little bit upset with you. Not everyone has to like you all the time.

However, if you're somebody who's practicing being true to yourself and just doing what you want, you get really good at it, and then people start respecting you more, and it becomes much easier to be true to yourself.

People respect you a great deal, and that reinforces your being true to yourself. And it makes it even easier.

So practice being true to yourself.

Practice saying no.

Practice doing what you want to do.

If you're going to go on a date, don't go on a date for dinner unless you want to have dinner.

Don't go on a date to a Chinese restaurant if you don't like Chinese food.

I personally don't like dinner dates for the reasons I'll discuss shortly — so I wouldn't go on a dinner date as a first or even a second date.

These typical dates are stupid dates, and I'll give you a very winning formula to date women and have a great time as a Maximizer. As usual, the crowd is wrong — what everyone does is precisely the wrong way to date!

And meanwhile, what you have to do is — simply observe how much better you feel when you're true to yourself and practice that. Fair enough?

And you'll want to discover the immense power of the Rule of One...which we are covering in the next chapter!

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# Chapter Eleven

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## Texting Magic

### **Getting a Great Date Every Time**

**S**o let's talk about dating situations and how to make them work fantastically well as a Maximizer.

Now, you can certainly, let's say, use online dating. But, online dating sucks in so many different ways.

The biggest problem with online dating is that your position as a man is very low compared to her position as a woman.

You don't want to have a lower position than she does. You don't want her to be on a pedestal.

You want to be the one who is coming from a position of strength.

Women want a man who is strong and dominant. And it's very difficult to be strong and dominant when you're reaching out to women online and they have so many other guys trying to message them and they just ignore you.

Even fat, unattractive girls are getting tons of messages on dating apps.

Men are hugely disadvantaged on dating apps. They are competing with so many other men, and even well educated, decent looking men have a tough time.

Of course, men can do very well on dating apps — with a few unusual tweaks. There are ways of building your profile and doing online dating correctly.

For instance, it's extremely important that you have a good photos or several good photos. It's probably 90% of the game. You might want to hire somebody to do the photos.

You don't want to just use pictures that you have laying around. You want to have really good photos. Photos that really show who you are.

But bottom line: it's better to use other methods to get dates, besides the apps.

So let's say you've met a girl, got her phone number, and are texting her...

## **How to Text Her Properly**

You must be good at texting, to be a Maximizer.

Whether you just got a girl's number at the mall or matched with someone on a dating app, texting is often the first step in connecting and generating attraction these days.

But what should you say to keep her interested and make her want to meet up in person?

## **The Three Day "Rule" of Texting to Date**

The whole purpose of texting a woman is:

1. To build intrigue



2. To get the date

3. To go out on the date

Women meet a lot of guys, so a lot of times they don't really remember you. If you let too much time go by, she won't remember you at all and she certainly won't want to go out with you on a date.

This makes speed from texting to dating essential.

Aim for the time between the first text to the first date to be three days or less.

In the old days, we used to have this rule if you wanted to play it cool — you wanted to give it a week or two before you called her back and all that type of thing.

That's all gone out the window.

Time is very compressed today because we are all in constant contact with each other through our phones, so you can't afford to give things a week or two.

You need to make it very, very quick.

So, in texting, I suggest you always aim to go from first text to first date in three days or less.

And the real key is to avoid common pitfalls that turn women off — while building intrigue and desire through short, engaging messages.

## **Don't Pepper Her with Questions**

One of the biggest traps men fall into is asking too many questions over text.

Peppering a girl with interview-style questions puts pressure on her to respond and can feel unnatural. It is what you do on a job interview, not a date.

Instead, focus on making statements.

Share a funny anecdote from your day, comment on a photo she posted, or make a playful assumption about her.

"I'll bet if you were an animal you would be a chipmunk", or "If you were a dog, I'll bet you would be an Irish Setter."

That's what I mean about playful assumption.

"I'll bet you have five sisters, you seem the type to have five sisters."

Whatever. Just make some dumbass, playful assumption and she will be very intrigued.

## **Another Texting Mistake is Writing Long Messages**

Remember, in those first days from getting her number to going out on a date, you're still a stranger.

Sending walls of text to someone you barely know comes across as too eager and too invested.

It's far better to be the one that doesn't seem to care. If you care too much, it puts her off.

Writing long messages shows you care too much, so you don't want to do that.

Stick to two or three lines maximum to avoid overwhelming her. If you have more to say, save it for when you meet up.

Speaking of meeting up, this should be your primary goal in those crucial first three days of texting.

Avoid getting sucked into digital small talk.

Once you've established a fun, flirtatious vibe, suggest grabbing coffee or drinks.

Women appreciate men who take initiative. Proposing a date shows confidence and gives her the chance to get to know the real you

"Let's have coffee Thursday, how does 7PM sound to you?"

Be assumptive, don't ask her if she wants to go out with you, just suggest a date and a time.

Also do not ask her if she likes jazz, or if she is a vegetarian, or what kind of food she likes.

You don't want to do a dinner date anyway, and it's your job to plan the date.

Remember: you will have a pre-planned date you take every girl out on anyway. Her opinion is not important with respect to that pre-planned date.

And it's off-putting for a girl to have to answer these questions, because it is stressful for her. She has to ask, what should I tell him? What does he want to hear?

And that stress makes her not want to go out with you.

## **Being Ghosted — What to Do**

If you follow the three day texting formula, but she declines your invitation or stops responding, don't despair.

Dating involves a lot of mini rejections on the path to finding a compatible partner. Even Maximizers get ghosted.

Remember how maintaining a positive attitude depends upon expecting a short term negative result? Ghosting is part of dating. It's normal.

On the flip side, if you've already been out with a girl, you can still help take things to the next level.

The basic principles of keeping messages short, steering conversations in a positive direction, and moving from texting to real-world meetups continue to apply whether you've slept together once or have been dating for months.

So if she stops responding, you should stop responding.

Now, a week or so later, you can simply ask her something easy, like: "I'm planning on a little party here and some girls are coming and bringing their friends, I know you will really like them, why don't you come?"

If she doesn't respond, give it a break of a few weeks and then do the same thing again. A different party of course.

Often she will say she wants to come, and can she bring a friend, or friends. Of course, your response is, yes!

"But Matt, I don't have a party. There are no girls coming over. That is a bald-faced lie."

Yeah, I know it is. But if she responds, "What day is the party?" and "Can I bring a friend?" or whatever, then you can nail down a date and time.

"I know you will really like these girls, see you then."

Now, you can either invite a few girls over, or you can tell the girl you really like that it will only be a few girls there but "you'll really like them." You are basically reducing her expectations.

By the time the day arrives, it can be "Hey see you tonight at 7" and she comes to your apartment and she has a friend with her, and the other girls you were inviting had to cancel and here you all are.

That's devious, I know, but it can work very well anyway for a ghosting situation.

Alternatively, you can tell her a few days before the "party" that the girls had to reschedule. "Why don't we have coffee or a beer anyway, I'll bring the coffee and the beer."

And she can come over to your place. By now you have already met her, so she'll be okay with that.

And the ghosting is over.

## **Generating Anticipation Between Dates**

The beauty of texting is that it allows you to stay on her radar and build anticipation between dates.

A well-crafted message makes her smile and look forward to seeing you again. Simple memes, a joke, a gentle tease — this is what makes her intrigued.

And as the connection deepens, make sure you're not relying solely on texts to further the relationship. Regular phone calls and frequent in-person time are essential to having a romantic connection.

Ultimately, texting is about making you more efficient and effective in those early stages of dating.

By sidestepping common mistakes and focusing your digital interactions on setting up real dates, you'll have more opportunities to connect with amazing women.

Like any skill, it may take some practice, but consistent effort will lead to better conversations and more dates.

## **Turning Texts into Dates: an Example**

You've got her number. Maybe you just met her at a party, matched on a dating app, or have known her casually for a while.

But you've never slept together... not yet.

How do you use texting to turn this promising prospect into an actual date — and potentially more?

Enter the Three-Day Texting Formula...

### **Day 1: Showcasing Your Fun Home Base**

The first text is all about making your house sound like a warm, inviting place she'd want to visit.

After all, if things go well, that's where you're hoping the date will end up!

But you have to be subtle. Sending a message that screams "I want to get you naked in my bed" will likely scare her off.

Instead, focus on highlighting interesting, non-sexual aspects of your place.

Snap a photo of a tasty dish you're whipping up with a caption like, "Cooking up a storm tonight!"

Or send a cute pic of your dog saying, "Roxy wants to meet you!"

The goal is to portray your home as a safe, fun hangout with plenty to do that doesn't involve a mattress.

If your apartment is more bachelor basic than quirky cool, it may be time to cultivate some intriguing hobbies.

Taking an art class, starting to learn a musical instrument, or getting into photography are all great ways to acquire skills that can be attractive to women and make her want to come over.

Just make sure your new hobby actually fits your personality — a random ukulele gathering dust in the corner is more sad than seductive.

## **Day 2: Suggest a No-Pressure Hangout**

Now that you've planted visions of your awesome place in her head, it's time to suggest a casual hangout there.

The key is to give her an easy out, so she doesn't feel trapped or pressured.

Try something like "I'm taking Roxy for a walk downtown later if you want to join and grab a coffee after!"

Meeting at your place takes off the pressure of a formal date while still allowing you to showcase your place and your competence at living.

I'm serious.

If she seems hesitant, you can always suggest linking up at the dog park or cafe instead. Baby steps!

The main mission is moving your interaction from the phone to face-to-face.

### **Day 3: The Pre-Date Drop-By**

If all goes well, you've got an official date on the books. Congrats!

But we're not done putting your place in play quite yet.

On date night, invite her to meet at your house first before heading out for drinks or your pre-planned date (more on that below).

When she arrives, answer the door looking shower-fresh — towel on your shoulders, top button still undone. It shows you're comfortable being a little vulnerable around her.

Invite her in, pour a quick glass of wine, and finish getting ready while you chat.

Having her over, even briefly, establishes your home as a natural hangout spot.

Later, suggesting a nightcap back at your place will feel like a continuation of the evening, not an abrupt invitation to have sex.

Now that you are a Maximizer, one thing will lead to another... and you'll be glad you took the time to tidy up your apartment, clean the bathroom, change the sheets, and stock up on condoms.

## **You Need to Have One Pre-Planned Date That You Go On Again and Again**

I mean, one specific date with location A, B and C.

That's what I mean, by "one pre-planned date."

One sequence of locations and activities that you take EVERY girl on.

I would take her on a date where we would go to a bar for a drink. A certain bar, where the bartender knew me, where I was known and among friends. Call it Bar A.

Then we would go to a different bar for a drink. Bar B, just a change in scenery...

...and in Bar B, they knew me, I knew them, and I was comfortable there.

And then maybe we'd end up with a place where we'd listen to some music, and then we would go back to my place or her place.

I also had a few statues and memorials that I would take her to, a few art galleries to check out with her, a few coffee places to visit with her.

That was my first date. Pre-planned.

Everything on that date was already vetted by me, already a known quantity.

I left nothing to chance.

I got to know the waiters, the waitresses, the bartender.

They would recognize me. They would acknowledge me.

I would be a a regular, and that was always impressive to the girl.

And another thing, please avoid the dinner date as a first or second date!



## **The Tragedy of a Dinner Date**

I never did dinner except for the second or third date.

A first date for dinner is really bad because there's so many things that can go wrong with dinner.

The waiter is not on your side. The food doesn't come out good. She doesn't like her food. The waiter spills wine on her dress.

So many different things can go wrong on a first dinner date.

Then there are the seating arrangements — you're across from her. You have to figure out what to say.

A lot of men aren't great at conversation, so the woman ends up doing most of the talking. Or the guy talks about work all the time, and he doesn't actually ask her questions and get her to open up.

So there's just so many obstacles and problems with that. Too much conversational pressure.

Similarly, a movie date is a really bad idea because you don't get to talk to somebody in a movie. Plus, the movie could be bad.

I remember taking a Catholic girl to a movie that happened to have, unbeknownst to me, anti-Catholic themes. And so she was really upset about the movie, and that was the end of my chances with her.

So you don't want to do a movie.

You don't want to do dinner.

You just want to take her to one place and then another and maybe another.

And you've already been to those places before, and you know exactly what to expect.

You know everything about them.

They know you.

And so it's a very smooth, easy, comfortable thing for you.

And you can do the same date all the time with different girls.

I also had a "stock" second date and even a third date.

For instance, one of my third dates was — we would go for a drive, and then we'd go to the woods, and we'd go to a spring, and all sorts of things. And we'd end up being naked in the spring.

It was fun. And it was predictable, so it always went great.

So you want to have a few dates all figured out, and you just go on those again and again.

Good opportunities are things where you can walk around, hidden features of your town. Consider finding a walking tour just to find things that you may not know about in your town or your city, so you can take her around there.

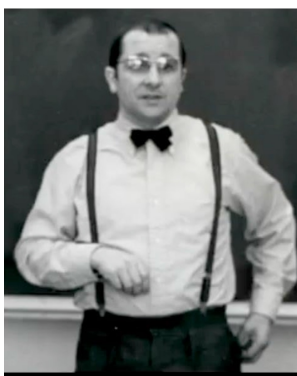
One of the things that women love for a guy to do is display mastery of a subject or domain. Competence is sexy to women.

So that competence can be, "Oh, I know a really cool statue, a monument nobody knows about. I know this really cool thing that no one even knows is there."

And you take her to these places, and she's lived in the town her whole life, and she never even knew those places existed that you showed her.

## **And take her on a passion trigger date**

One of the great theorists on sexuality and dating and marketing was Dolph Zillman<sup>1</sup>. Dr. Zillman discovered how women get aroused when they are in fear — and when they are with a man who protects them and who demonstrates mastery over the dangerous situation. It's called the excitation transfer effect and let me show you how it works by example.



*Dolph Zillman. Photo public domain, retrieved 3-Jul 2024*

The classic example of this would be this: let's say you're on a date and a dangerous mugger approaches you.

Now, the woman you are with, your date—she's very scared, of course...

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1. <https://www.taylorfrancis.com/chapters/edit/10.4324/9781410607584-2/brief-biography-intellectual-history-dolph-zillmann-jennings-bryant-david-roskos-ewold-sen-joanne-cantor>  
retrieved 3-Jul 2024

...but you bravely step in front of her, protecting her with your body, and you fend off the mugger...

...you demonstrate that you're brave and courageous and competent at defeating danger. The mugger runs away.

Guess what?

You have a woman who is quite likely aroused and will want to have sex with you. As soon as possible.

That's the excitation transfer effect.

Dr. Zillman discovered the science behind the excitation transfer effect.

To me, his discovery boils down to this. How you can reliably get a woman aroused on a date in certain situations that she perceives are dangerous — provided you demonstrate competence in the dangerous situation.

I call this effect the passion trigger. A passion trigger date would be an ideal date from the standpoint of arousal and sex.

The passion trigger is a very reliable means of getting a woman aroused through a date scenario that involves something that could be perceived as dangerous or threatening — where the man displays competence and mastery over the potentially threatening thing.

Now, since we're in the world of today, hopefully we're not in a place where we have actual threats to our physical safety when we are on a date (although you never know — and so I like to exercise my Constitutional rights as an American and carry protection.)

But you can simulate those threats. One easy example is taking your date to a scary movie.

I know, I know...I have just told you that I don't think movie dates are a good idea, but in this case, they can actually be a good idea.

If you don't get super scared over a scary movie and if she's okay with seeing a scary movie, a lot of times she's scared of what's going on in the movie and it's actually arousing. She may grab you when a frightening reveal occurs in the movie. What fun!

You can't be shaking with fear, though...it's good if she has fear and you demonstrate that you are brave and courageous and unmoved by the scary scene.

This excitation transfer effect happens on things like roller coasters, where it may be perceived as dangerous, but of course it's safe and you aren't scared — but she is.<sup>2</sup>

Actually, any way to get her adrenaline pumping will increase her attraction for you — but the excitation transfer effect is the most reliable.

Another example of a date that could be a passion trigger date is taking her to the pistol range, assuming that you're okay with pistols and she's okay with going with you. You demonstrate your competence and mastery, and since there is a perceived danger around firearms, it is very arousing for her.

If she's already an experienced gun person, of course, the pistol range won't be a passion trigger date because it won't be dangerous in her mind.

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2. Meston, C.M., Frohlich, P.F. Love at First Fright: Partner Salience Moderates Roller-Coaster-Induced Excitation Transfer. *Arch Sex Behav* **32**, 537–544 (2003). <https://doi.org/10.1023/A:1026037527455>

A passion trigger date has to be a date involving something she perceives is dangerous.

Regardless of how wonderful a passion trigger date can be, it seems to only be effective for women who are pre-menopausal.

But it's a very effective date if you want to plan something like that.

And then you can do exactly the same with another girl, exactly the same, each time.

(You will go through a lot of ammunition though.)

And regardless of your date, and how you set it up, you need an exit plan set up in advance...

## **Having an exit plan on a date makes it much better for both of you**

When you're dating, you definitely want to do what politicians do.

You want to have an exit plan built in, so that you have a guaranteed way to leave the date gracefully, if it's not a date that you are enjoying.

One thing that I learned from my favorite dating expert, Jonathan Green, who I worked with for many years, is to say, "Let's go on a date. We'll make it 45 minutes. And if we are having a good time, let's have a second date. We'll just do the second date right then."

That's kind of a funny, flippant way to put it, but basically you're telling her that she only has to survive with you for 45 minutes if she doesn't like you, and you're perfectly fine ending the date.

So she's relaxed. You both have an agreed-upon exit plan in event either of you isn't having a good time.

She knows that even if it's the worst 45 minutes of hell, and it'll be over soon.

And you know that it's 45 minutes, and if it's not good, it'll be over soon.

But you also have a plan to continue the date, setting another date right then. So now it's an hour and a half or two-hour date. But only planned for 45 minutes.

So that's a cool way of doing it and giving yourself an exit plan and being quite clear about it with her because she has the same interest in having an exit plan as you do in case she doesn't like you.

And that brings me to the concept of being prepared for sexual and romantic success...

## **Be ready for romantic success all the time, 24 by 7.**

Guys often will live like pigs when we are living on our own.

That was certainly the way that I was always living before I figured this all out. My apartment was a mess. My car was a filthy mess. My bathrooms hadn't been cleaned in weeks or months. You get the idea.

But the catch is: You really can't have confidence unless you have a clean car and a clean sparkling apartment awaiting you.

Even if you're going to the market or the bank or running some errands, you may run into a girl and you may end up having her come back to your place.

But it will never happen if you have a dirty car or a messy apartment.

You will know your car is dirty and your apartment is messy — and you won't be confident in having her ride with you in your car, or going home with you to your apartment.

In order to have that confidence, 100% you need to have a sparkling clean car and apartment.

Especially, you need to have a very clean bathroom.

You need to have a very clean bed.

You need to have clean sheets.

Everything has to be appetizing and appealing.

It has to look good, neat and especially clean.

And a lot of men have a really filthy bathroom, filthy bedroom. They haven't cleaned the sheets. They have clothes lying around. Heck, women are guilty of this too, but we're talking about you here, not her.

You have to clean everything up, be squeaky clean, hire a cleaning person, make sure everything's super clean all the time so you're living this way, perhaps it is new for you, but you are living clean and tidy now.

So when you do meet a girl, you're all ready and you have that confidence, and you can take her in your car, you can bring her back to your place — because your place is spic and span and super clean.

Also, a part of being ready is carrying condoms with you. You always want to have a few condoms with you because what if the opportunity comes to have sex? You don't want to be stupid.

"Sorry, I don't have a condom."

Uh-oh.

No, no, no.

You want to have condoms with you.

It's just being prepared for success.

## **When to get physical on a date**

A big mistake that people make is learning romance from Hollywood movies. In Hollywood movies, the guy goes for the kiss at the end of the first date. Usually he's on the doorstep outside her house or her parents' house, and he's awkwardly reaching towards her to kiss her.

This is a huge mistake, as is learning anything about romance from Hollywood movies, everything about Hollywood movies and romances, wrong.



So the time to get physical is about two or three minutes into the date, maybe one minute.

Think about it. The difference between a date and a visit with a buddy is there is a sexual possibility in a date.

That's the difference.

You're having a good time with a woman, and there is a sexual possibility. The things that apply to friendships are the opposite of that.

There's no sexual possibility. So you relax with your buddies. You're not going to have sex with them, presumably.

So, it's very relaxing, and you maintain a distance from other men (or other women, should you have female friends.)

You're maintaining a distance. That's what we do with buddies, colleagues, strangers, sisters, brothers, mothers, fathers.

However, on a date, the point of it is to become aroused with each other, and that requires you to be inside each other's space.

Think of her like dog. You see a dog and the dog is excited about you, and you stoop down to pet the dog. You get physical right away.

Okay, women aren't dogs. But that's the idea on a date, too.

The whole point is for you to be together physically, if you are on a date, so you have to close this space. You have to occupy her personal space and have her enjoy your doing it.

So the first thing you want to do is put yourself in a position where you're next to her, not across from her.

By the way, this is another problem with dinner dates, because we tend to be seated across from one another, which is how we are with friends or buddies or business colleagues, but not with romantic partners.

So you want to be next to her, not across from her. You can sit next to her on a coffee date, which is what I would always do. Never sit across from her.

And, as far as touch goes...you want to be touching her as quickly as you can. This touch starts with your touching her elbow or her shoulder.

Elbows and shoulders are zones that are okay to touch for anybody with the opposite sex.

And from there, you want to be able to see her reaction. You can feel if she is interested or not when you are next to her.

And you should be doing this within a few minutes of meeting her on a date.

And if it looks good, you want to go in for a kiss within five or ten minutes.

What you do is you can just lean in and go, "I really would love to kiss you."

And then you lean in and you start to kiss her. You are not asking her permission, but you're saying it as you lean in for the kiss on her mouth.

That's right, five or ten minutes. Of course, it's possible that she will rebuff you. She will not want to kiss you.

She will turn her head or hold her hand out to stop you or something like that.

Remember: You don't really ask her for permission, but you tell her what you're doing so she can stop you. That shows you are not a threat to her. You are a man who she can be with and not be afraid of. If you are too aggressive, she may find that attractive, or she may feel threatened and want to end the date. So it's better to announce your intention to kiss her, as you are leaning in.

If she stops you, there's only one correct reaction: that is to be completely 100% okay with her stopping you.

Absolutely not the least bit of anger or frustration, just cheerfulness, just good cheer and confidence. It doesn't bother you AT ALL that she stopped you from kissing you.

You just ignore her rebuffing you — and go on with the conversation.

Guess what? Five minutes or so later...time to do it again.

"I really want to kiss you." And you lean in to kiss her mouth.

If you want to vary the line, you can say "I really find you attractive. I really want to kiss you."

You lean in to kiss her as you're telling her that.

By the way, keep your eyes open until she has accepted your mouth on her mouth, then you can close your eyes. But not until then...

Now normally, the second or third time, she will push you away or turn her head so you're just kissing her cheek.

That's fine. Don't kiss her cheek, just stop your kissing attempt for that round.

Remember: Good cheer. No frustration. No anger.

You're a confident, happy guy.

You continue with the conversation like nothing's happened because nothing has happened.

And guess what?

A few minutes later, "Boy, I tell you what, I really want to kiss you." And you lean in to kiss her.

You might do this three or four times.

Guess what happens? She either decides she doesn't like you, and you have your 45 minute exit plan. Nothing personal there, it just is a fact that most people aren't going to want you or like you. That's fine,

that's normal, and dating is a sorting out process, so you have sorted out one that isn't going to be "the one" or "a one".

Or, by the third or fourth attempt, when you lean in and announce, she is now ready and wanting you...you're kissing each other on the lips.

This is very important to get physical early on. It indicates to her that you are sexually assertive, that you are a Maximizer, and that you are a man with physical needs she must meet in order to be with you.

Then when you're walking around, say outside the coffee place, you reach in and you hold her hand. You act like romantic lovers even before you are.

This betting physical early and often — it is a key to the whole romance game.

Now let's say you've done this and you go back to your place.

## **Don't have sex the first time or the second time you're with her**

I don't advocate that you have sex the first time you're in bed together or the second time you're in bed together.

What I advocate is, I know it'll sound really weird, but just telling her, "I would like to take it a bit slow. I would like to go to bed with you and just hold each other, I'd like to make out, but not have actual sex. No oral, no intercourse, just kissing and touching and holding each other."

You might further explain: I want to have sex with you a lot. But I feel you are special. So I want to get to know you first."

And that's what you do. Sometimes you have to be super clear:

"I don't want you to touch my irresistible and wonderful penis. I may get hard but please don't try to sexually stimulate me. It will be

very difficult to resist you, but I want to get to know you a bit first so when we do have sex, it's really special."

Sometimes people will follow this practice wearing underwear. She can wear her bra and panties. You can wear your boxers or briefs. The point of it is, she hasn't had a guy like you before who's done this.

And the reason you do this is because it assures you of a very, very high likelihood of the Nirvana Sex, amazing lover outcome that you as a Maximizer are now expecting in life.

This is how you have the most wonderful sex you could ever imagine.

And it will last and last and last and you'll just be so into each other — and even if you're not going to be a couple, you still always will love each other as friends...and maybe occasionally you'll get together and you'll have sex. But you'll want the best for each other.

You'll feel great about each other and you'll have the highest chance of being a successful romantic couple.

## **Do not ever have sex on the first date.**

I know that men will not listen to me because if you follow this formula, especially with younger women, you will end up in bed. Guaranteed, the first date is often when you will end up in bed.

Women don't wait anymore.

And indeed: Sometimes you'll lose women this way if you say, "I am really liking you and therefore, I don't want to have sex with you tonight, I'd rather sleep with you and get to feel you and taste you before we have sex."

After that little chat, you'll lose some women. They just won't like it. They're just not used to it and they just want to basically screw and move on.

The casual sex scene is enjoyed today equally by women as men, whereas it used to be just men that wanted it. The Pill changed all that and has made women behave the way men did, and do.

So now women want casual sex.

But that's the worst thing you can do as a Maximizer, unless you just want to have sex with different women and you don't care about a romantic relationship.

In that case, my system will work very well for you and you can have sex on the first date.

Now, it IS possible to have sex on the first date, and end up in love ever after. It's just not likely. My formula where you sleep together twice WITHOUT having sex is way more powerful.

So if you want to have a successful romantic relationship long term, that is, you want to have a wonderful girlfriend, then what you want to do is what I just said.

## **Why my formula works so well**

What you are doing when you sleep with her but don't have sex with her is you're building oxytocin in each other's bodies. Oxytocin is the hormone of love and trust and desire.

It is tremendous for erections.

It is tremendous for sexual attraction.

It is tremendous for long term romantic love.

Of course, what always happens is she will reach for your penis and it will be difficult to resist. And it will be difficult to resist fondling her breasts, going down on her, having her go down on you. Et Cetera.

But, that's why it's important to tell her the ground rules. And stick with those ground rules. SUPER important Mr. Big Talker. You make the plan, and you stick to the plan.

Be sure to explain it to her. "I want to have sex with you. And that's why I want to get to know your body and you without having sex the first time or two we sleep together."

"So, please do not reach for my incredibly attractive and wonderful cock the first few times we sleep together."

Okay?

Basically, that's what you do.

And if you follow this formula, you'll have the best time you can ever imagine in bed and out of bed.

The first two times you should sleep together, cuddle and hug and kiss you and make out but do not have any form of sex, whether by hand, mouth or vaginal.

## **How to get her into bed**

Now, you don't need anything fancy to get into bed with her. There's a lot of moves you can make, but one of the most fun moves is just taking your clothes off. You begin taking your pants off, and your underpants, and you help her out of her bra and out of her clothes like it's normal and happens every day.

This is much better than trying to first get HER clothes off.

It kind of makes one thing lead to another pretty easily.

You don't have to worry about getting her clothes off at all — you just worry about your clothes.

Your clothes are coming off. Worst that happens, she tells you she's not into you, and you put your clothes on, and with good cheer and confidence thank her for a wonderful time, kiss her, so she sees you are totally okay with not going to bed with her...

...and sometimes she will change her mind. But even if she doesn't, you did your best, she isn't right for you, and it's part of the sorting process.

NEXT!

Like Ariana Grande sings:

Thank u, next

Thank u, next

Thank u, next

I'm so f-ing grateful for my ex<sup>3</sup>

And as we are grateful, we are cheerful...and with that comes great power!

## The Power of Cheerfulness

I remember a story from when I was selling alarm systems. I was broke and desperate, needing to make a sale to pay my rent. I was about to meet a famous director.

To give him my best, I jumped up and down, making myself smile broadly and feel energetic. You can force yourself to smile, you can force yourself to jump up and down and ACT excited...

...and that makes you FEEL more excited, more cheerful, more happy...even if it starts out completely fake.

So with that famous director, when I walked into his house, I had this energy and enthusiasm that everyone could feel. I had a busted car, I was flat broke, I was being evicted for not being able to pay my

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3. <https://www.spin.com/2019/04/ariana-grande-thank-u-next-lyrics/>  
retrieved 10-Jul 2024



rent, but they were dealing with a different version of me. They had no idea.

You know the idea of a frame?

A frame is a combination of the authority, cheerfulness, and confidence you carry with you, including your social position, the clothing you're wearing, your attitude, the type of glasses you have on, your haircut, your shoes—everything is part of your frame.

It doesn't mean you have to look like you're rich. No, not at all. Your frame is the context of your life that you carry with you so people can see your frame and feel your frame. Everybody can. And when you're meeting somebody, like a girl, you want to have your frame kind of overwhelm her frame.

When I made a sale to that director, when I walked into his house, my frame was cheerful, confident, alarm sales guy who was totally successful, who always made the sale, who everybody loved, who everybody wanted to buy an alarm from.

And he responded that way.

So you always want to think about your frame.

And one of the important parts of your frame is projecting confidence. Not being confident.. That's different. Just projecting confidence.

That's the key to the whole deal.

Now I want to be very clear with you on this. Super clear.

You do not need to feel confident in the least. Remember my story when I walked into that director's house. I was flat broke. Remember I was being evicted. My car was barely running. But he had no idea I was on the financial ropes. All he saw was a successful alarm salesman who was installing alarms for all the Hollywood stars (I was actually.)

It is quite possible to fake confidence.

And more important: you must learn how to fake confidence.

Now one of the things that I love about being a Maximizer is I don't need to fake confidence. I actually have so much confidence, so much sexual power, that my sexual frame is overwhelming to other people.

They can feel it.

They can feel that I get what I want. They can feel that I have abundant sexual opportunities in life.

And both men and women respond to that abundance by wanting to please me, wanting to make me happy, wanting to say yes to me, wanting to do what I want them to do.

I made the sale to that famous director — and a lot of it was because my frame overwhelmed his frame. He was this famous director in this big house. I was this famous alarm salesman who everyone wanted to buy from, who worked with all the Hollywood stars.

My frame overcame his frame.

And a great part of that was my acting confident and cheerful. Acting cheerful and confident can be very powerful.

Smiling is a big deal.

If you practice smiling all the time, it will make you feel more cheerful inside.

I recommend practicing it everywhere. On the phone, I always make sure people can hear my smile in my voice. It gets a very good response. And by the way, when I'm on the phone, I always am standing up. Your frame is much more powerful when you are standing up.

## **Confidence and Frankness**

A lot of confidence and cheerfulness starts with just acting confident and cheerful.

Start by acting cheerful — it is a simple skill. It's easy — acting cheerful means you are lifting the corners of your mouth and acting cheerful even if you don't feel it inside.

Over time, this makes you genuinely more cheerful.

People will feel good around you, which is the secret to any relationship. If people feel good around you, they'll want to be around you more.

Let's talk about being frank and flirting.

Women are attracted to men who are sexually forward, frank, and playful.

Making a joke now and then, being confident and not embarrassed about your sexuality, is very attractive.

Men often fall into the friend zone because they aren't honest about their sexual interests. If you like a woman, be straightforward.

## **Never be in the friend zone — and how to escape**

Everybody always has a question they ask me, inevitably. In every group that I talk to, every podcast interview I grant, every one of my thousands of students over the years, they have always asked me, “How do I escape from the friend zone? How do I express my true feelings to this woman at work who sees me as a colleague? How do I get a friend to become a lover?”

The reason that men are in the friend zone is that they are pretending to be her friend hoping she recognizes the man as a lover, and wants him romantically since he's such a good friend.

Life doesn't work this way.

A man pretends to be a woman's friend because he doesn't want to risk being rejected. Basically, he's a liar and a coward.

He thinks that if he just acts like her friend, he won't be rejected, because we don't reject our friends. That's true. We don't reject our friends.

But we don't see our friends as romantic partners either. That makes the friend zone strategy a really bad idea.

But the man feels that if he expresses his romantic intention, then she might reject him. She will say, "I like you, but only as a friend. I don't think of you as a lover. I'm sorry."

Men think they can't handle that type of rejection. And they hold out the hope she will one day see how wonderful he is, how sexy, how romantic, and she will want to sleep with him as a lover not as a friend.

It doesn't work that way though.

I am never in the friend zone, and if I ever lose my relationship with my wife, I will never be in the friend zone with any woman.

Why? Because I am frank about my sexual interest in a woman.

This is something that I learned years ago, but my friend the famous dating coach Jonathan Green put it into better words than I ever did.

"I do really want you to be a friend, but I am sexually attracted to you, and I will never stop being sexually attracted to you. So please understand that although we can be friends, and I look forward to it, I will always want to sleep with you."

That's all you have to do to escape the friend zone.

So if you have a frankness about your sexual desires, you have a good chance to become her boyfriend and not just her friend.

Stop lying and stop pretending that she's just a friend to you. Tell her you want to be friends, sure, but you are sexually interested and always will be.

You will never be in the friend zone anymore.

Think about it: The friend zone is a zone where people lie. It's deceptive, it's weak, and there's nothing admirable about hanging on

to a girl, trying to get her to like you — when in reality really want to sleep with her.

And here's the point. She will never want to sleep with a friend. She will only want to sleep with you if she sees you as a romantic conquest.

And if you're hanging around her as a friend, she'll never want you or see you as a romantic conquest. You are too available to her, and you are hanging on to her as a friend does...and you are locked into being just a friend.

So by pretending you have no sexual interest in her, you're completely defeating yourself because you are guaranteeing you will never sleep with her.

Of course, if you just want a friend, that's fine.

But if you're in the friend zone, that means you want her as a romantic partner, not as a friend.

So stop lying to her and just tell her how you feel. And it's perfectly okay for her to pull back and put distance between you.

But you see, the way I would put it is, I do want to be your friend, but I also want to sleep with you, and I will always want to sleep with you. Just keep that in mind, and I probably will never stop trying to sleep with you.

That's honest. That's sexual. That's frank.

And that's super attractive.

As I said earlier, women often have different pots on the stove, and you may be on the back burner as a friend.

But now you just jumped to the front burner because you could be a romantic conquest. You could become a romantic partner with her. You're honest about your sexuality and you're attractive in your honesty.

There's nothing attractive about trying to be a girl's friend and pretending to just be friends when you really want to sleep with her.

But if you're telling her you want to sleep with her and that's how you feel, you become sexually attractive. And that gives you the possibility of escaping the friend zone with her.

And speaking of confidence, I want to talk a bit more about acting confident because it is SO important.

## **The Sexual Lens: method of gaining unstoppable confidence**

One of the best parts of being a Maximizer is you carry an incredible amount of sexual confidence with you. You carry so much confidence, so much sexual power that you're very hard to resist.

But in the early stages of being a Maximizer, you may need something in addition to your sexual power. Let me give you a very simple method to gain huge amounts of confidence, even if you don't feel confident at all.

I call this the **Sexual Lens**. It focuses women onto your sexuality and makes women want you. It is especially useful early on in your journey as a Maximizer. Think of the Sexual Lens like training wheels on a bicycle. You will use the Sexual Lens early in your journey and later on, women will perceive you sexually and want you and you won't need it anymore.

But early on, the Sexual Lens will make you appear confident and women will want you sexually. And the fact that women want you sexually — this will then turn your pretend confidence into actual confidence.

Start this way: Pick a role model, someone you really admire a great deal, a male who you feel is very sexually successful. This could be a fictional character, an actor, or the role the actor is playing.

For example, many people choose Sean Connery as James Bond in the early movies. James Bond was very confident and assertive, which is super attractive.

So, you pick a character like James Bond or Sean Connery. Or you pick someone more contemporary, like Ryan Gosling or Brad Pitt.

Pretend you are that person. It's just that simple. You pretend you're James Bond.

Think about how James Bond would walk, talk, and hold his head. Method acting convinces you that you are that person.

You know you're not really James Bond, but in one level of your brain, you are James Bond. This is what powers the Sexual Lens.

Women pick up on that confidence.

The other part of the Sexual Lens is running sexual scenes through your head when you are with women. You see yourself having sex with her and see her loving it and wanting you sexually in various sexual acts.

So just to summarize: the Sexual Lens involves your taking a role of some sexually successful role model, pretending to be that role model, and running sexual scenes in your mind with girls you want to be with, when you are around those girls.

The Sexual Lens turns you into a very desirable man because women can't tell the difference between real sexual confidence, and the sexual confidence they pick up from a man who is using the Sexual Lens.

This Sexual Lens is incredibly successful to get you started. Once you are on the path of endless arousal and edging and enjoying enormous sexual power with hours of pleasure... well at that point, you won't need the Sexual Lens anymore. Because now, your power is so great that women pick up on your sexuality and desirability all the time.

You'll be able to walk up to a woman and tell her you like her and want to go out with her. If she says no, you won't care. And often she now is saying yes.

The Sexual Lens is excellent training wheels for a man who wants to be completely confident as a Maximizer.



# Chapter Twelve

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## Sexual Magic Every Day as a Maximizer

**A**t this point, I want to discuss daily life as a Maximizer, specifically living with a woman that you enjoy and that you have met as a Maximizer.

I'm going to cover a few topics that I think are important and not obvious.

### **Initiating Sex is Your Job**

The first subject I want to talk about here is initiating sex. I believe that in a relationship, each person has jobs that they do.

In my relationship, my job is to earn the money. My job is to be the protector and the sexual initiator.

I'm the one who initiates sex. Everything we've ever done sexually has been a result of my initiative.

In some relationships, the woman is the sexual initiator. In some relationships, a woman comes up with new sexual ideas and activities.

But I feel the natural and normal role in most relationships is for the guy to be the sexual initiator. Women are receptive; men are penetrative.

That's the fact, right? And so it's generally men's jobs to initiate sex.

I think having a schedule, an agreement of when to have sex, makes it much easier. I know a lot of people don't like schedules because they don't like the lack of spontaneity.

They have a fantasy idea of just having sex all the time whenever they feel like it. But this usually only happens during the honeymoon period.

After that, unless you are a Maximizer, relationships become kind of boring sexually. The emphasis shifts from sexuality to companionship.

I want to live a life where sex is constantly something we're doing. That's the life I wanted, and I found out that I could have that.

I found out I could have a life where I have sex all the time, every day, twice a day. That's the most amazing sex ever, and I can never get enough.

I have so much abundance with my partner.

## **And a Key to Sexual Abundance Long Term is a Schedule**

With a schedule, you know when you're having sex and when you're not. Without a schedule, you're always wondering if you're going to have sex or not.

I found that before I came up with a schedule idea, I would always try to seduce her all the time. I was kind of dishonest about it and manipulative.

I wanted to get her in a position where she would be horny and aroused so she'd want to have sex with me. So I was constantly trying to manipulate her.

That's not honest, and that's not nice. But the reality is that sex is so rewarding that I would do anything to have sex.

With a schedule, I'm no longer manipulative because I know when we are having sex and when we're not. It turns out for many years, it was Tuesday, Thursday, Saturday, and Sunday.

So it was four days a week where we would have intercourse. The rest of the time, we would just cuddle and do oxytocin-building activities, primarily naked cuddling and fondling, but nothing sexual.

This shifted about a year ago when I started understanding the power of being a Maximizer. Now we have sex twice a day.

We don't always have intercourse, but when we wake up, we're together and have sex. And then the same thing at night before we go to sleep.

So now it's scheduled twice a day. So that worked out pretty well.

It's worked out so well for everybody that has tried it so far, that I am a huge believer in the idea of a schedule. I think that's what you should do.

You don't necessarily need to do it right away, but you should end up doing it in almost all relationships. Otherwise, a lot of times it just doesn't happen.

You get busy, especially if you have children, and then weeks go by without sex. I've never had a drought in my whole life with my wife.

Because I always insisted that we have sex. That was my job.

Each of you does your own jobs, and your job is to set up your sex life for success.

Now let me talk about something else, which is having conversations with women.

There's two kinds of conversations you can have with her. One kind is around sex, and the other kind is about any other topic.

Let's talk about sexual conversations first. You never want to have a difficult sexual conversation in the bedroom.

You want the bedroom to be a place of joy and arousal and love and desire. If you have an argument or a difficult conversation where she gets upset, don't have it in the bedroom.

You want to anchor those wonderful feelings to the bedroom. Have all your other conversations that are difficult or unpleasant outside of the bedroom.

The bedroom becomes your haven, your place of wonder and arousal and love. You never want to have anything bad happen there.

A conversation about sex should not always end in a conclusion or decision. You might suggest something, she resists, and then later on when she's aroused, she might agree.

She won't agree when she's in a cold state, but she will agree when she's in a hot state. The suggestion and explaining your position is all you really need.

You don't need her to say yes. And by cold state, I mean not aroused, and by hot state, I mean sexually aroused.

You can have a conversation in a cold state with no conclusion. For example, you might want to try something new, and she says no.

But later, when you're in bed together, she might be more open to it. People will do things in a hot state that they wouldn't do in a cold state.

You can't predict what someone will do in a hot state when you're thinking about it in an unaroused state. That's how I approach sexual conversations.

## **It's Not Your Business**

A couple of other things I want to talk about in dealing with women is the idea of your business and her business.

This is something I learned from Byron Katie, the author and speaker I mentioned earlier.

There's three kinds of business: your business, my business, and God's business. By God's business, we mean the universe doing its thing.

Your business is whatever it is you're into. My business is just me and what I'm into.

There's very little that's my business. A lot of times, I mistake someone else's business for my business.

So I'm always asking myself: "Is what she's doing my business?"

For example, if my woman wants to become an artist, that's her business. Now, I always like to be very supportive of anything that my wife wants to do. So I would support her in her interest in art.

Let's say she wants to join an exercise class. Maybe I like to have sex early in the morning, but she wants to go to her exercise class.

I'm going to support her in her exercise class. We'll just get up earlier and have sex earlier, or we'll have sex when she gets back.

I love having sex with a sweaty woman anyway, so that's even better. So if she wants to go to an exercise class, that's her business.

And I never want to interfere with her business. There are only a few things that are my business.

## Some Examples of What Isn't My Business

Her beliefs are her business, not mine.

Who she votes for is her business, not mine.

What I believe, and who I vote for — that's my business.

What she chooses to do with her life — that's her business.

What I choose to do with my life — that's my business.

For example, if I want to get together with my buddies and go hunting, that's my business. She supports that, even if she doesn't like it.

She doesn't like me to go hunting? That's HER business. Not mine.

Her feelings are her business, not mine.

If I decide to go hunting with my buddies, I'll have a good time and that's my business. She'll do something on her own, that's her business.

Of course, if I care a lot about her and I don't want her to be alone all weekend, well then, that's my business. My feelings about her being alone — that's totally all my business. But it's her business how she feels about it herself.

Do you see the distinction?

Knowing whose business something is — it makes all the difference in figuring out how to respond.

I have lots of things in my life that are my business and not hers. Most of my life is my business, really.

She has her friends she goes out with. She doesn't have any guy friends that I'm aware of. If she did have male friends, I would make that my business, by the way. I don't want her tempted to cheat on me, so it's my business in that sense.

If I have a female colleague who is attractive and who I spend time with, that becomes my wife's business. But otherwise, my work is my business, not hers.

She talks to her friends about all kinds of stuff and loves being social with her friends. None of that is my business. It's her business who her friends are (aside from male friends) and it's her business how she chooses to spend her time.

So if something comes up in my life, my question is: is it my business or her business? Is it God's business?

Usually, it's not my business. And then I don't say anything about it.

## **How to Deal with Feelings of Resentment When Something Is Not Your Business**

Sometimes, I don't like the weather. But the weather is God's business.

It's not mine.

I don't like the President of the United States. But that's God's business, not mine.

But I really feel rotten about the weather when it's rainy or cold or hot. I feel really rotten about the state our country is in, and the world is in. I know it's God's business, but that doesn't stop my feelings of rotten-ness.

My wife may choose to spend her time, let's say, going to a class... when I would rather she spend the time with me.

But it's her business how she spends her time, not mine.

I know that, so I don't say anything about it. It's not my business how she spends her time, it's her business.

But that doesn't stop my childish immature brain from being resentful over it.

But I'm not responsible for how I feel. How I feel — that's really not my business either, it turns out. I may feel bad about her spending

time in class, but I realize that this is just my child brain, and I'm not responsible for those feelings, they just happen.

Intellectually, I know it's her business whether she chooses to go to a class, instead of spending time with me.

But I still resent it. However, I know that since my resentment is not over my own business, it is just something that I will live with.

After all, I can't change my feelings. Feelings just happen.

So I may feel resentful about her choosing to go to a class instead of spending time with me.

But it's her business how she spends her time, so I will never say anything about her going to her class.

It is totally not my business, only hers.

So even though you may feel bad about something that is not your business, that doesn't give you a right to say anything about it or interfere with it in any way.

And knowing intellectually that it's not your business — this is truly helpful. It keeps you out of most things that you can't change anyway.

Being involved in other people's business is painful and horrible because you only can suffer — you can never benefit. You have no control so it's all about just being a victim and suffering.

And that's a choice you make — when you are in someone else's business, whether it's your girlfriend's or your country's business.

When you try to get into someone else's business, you suffer. Only 100% of the time.

So I determine if it's my business or not. If it's not, I have found inevitably it is better never to say anything about something that is not my business.

Even if I am resentful or upset inside, I will get over it.

If it's not my business, it's not my business.



That's my view and it has helped so much in promoting harmony in every relationship that I have.

Key point: I may feel really rotten about something that is not my business. I may resent it or not like it, but I won't say anything because it's not my business. That's how I look at everything.

And I suggest that you consider anything that you're concerned about or mad about — and determine, "Is it my business, really? Or is it her business, or God's business?"

Guess what? It's rarely your business.

And knowing that really makes your life dramatically better.

And the other thing that has made a huge difference is...

## **Stop Trying to Fix Things**

So the last thing that I want to mention on this topic of living with a woman is that us guys constantly want to fix things.

That's what we like to do.

We are goal-oriented and we see problems as opportunities to make repairs.

Women don't generally see problems as an opportunity to be repaired.

So the dialogue goes something like this.

She can say, "I had a really bad day at the office. My boss, Joe, is a jerk and he was a real jerk today."

And she'll tell you a story about what happened with Joe at lunch in the lunchroom.

Now the old me would have wanted to fix it. I would have said, "Hey, you know what you should do with Joe? You should do this, you should do that."

But that's not really the appropriate response. It's a very male response.

We just want to fix things.

We see a problem and we want to fix it. We want to make a repair.

But that's not really what women want.

Women want a guy to listen, just to empathize and to feel that experience, not to give advice.

It's really hard and I don't always succeed, but I have learned more and more to just be better at listening and empathizing and not trying to find solutions or trying to make repairs or suggestions.

It's still a work in progress.

I still am trying not to do it with friends also, trying not to tell them what they should do or give advice. I try to just listen and empathize.

And the more I do that, the closer I feel with my friends or with my wife and I know that it's a much better way to live.

So I suggest that you stop seeing problems that other people tell you about as them asking you for solutions or advice and just start doing it as a way to connect.

They're telling you about their problem because they want to connect with another person, with you, and they want you to empathize and feel for them.

They don't want you to provide any solutions or any answers or any repairs. They just want someone to listen and empathize.

This has made an enormous difference in all my relationships.

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*Feel overwhelmed by others' problems? Discover to identify what's*

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# Chapter Thirteen

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## How to Transform Sexual Abundance into Wealth Abundance

### **Introduction**

In this chapter, I want to talk about how you can get rich. How as a Maximizer, you are ideally positioned to have abundance in all things, including romantic and sexual, and wealth abundance.

I'll talk about an important obstacle that stops most people — and then what actually works, that you have NEVER heard before.

So here's my first point: The main reason people don't get rich is the TV set. Sadly, TV seduces almost everyone who would otherwise become rich.

## **The Seduction of TV**

There are many good programs on TV. Maybe it's baseball, the Olympics, or news programs you like. There are so many wonderful things on TV.

Most people get done with work, go home, and turn the TV on. They spend several hours watching TV.

By watching TV, I don't just mean TV. You might be spending your time on the Internet.

I know someone whose wife is on the Internet all day, every day. She looks at news and current events constantly. She's a complete addict.

Instead of working on getting rich, she spends her time on her laptop.

You might be spending hours every day playing video games. That could be your source of seduction.

It could be that you're spending hours every day on porn. Or maybe you're smoking marijuana all day. Consuming drugs or alcohol might be your "watching TV" time sink.

Almost everyone not rich is taking up all their extra time with these sorts of activities. These activities, "watching TV" simply take time and don't contribute to your wealth. They're not productive things to spend time on. And these activities interfere with your ability to be rich in two ways.

1. They take up the time you would otherwise spend being rich.

2. And they waste your energy and efforts on non-productive activities so you don't have any more mental or physical energy left over.

What I call watching TV, which could be any non-productive time wasting activity, is a killer of your ability to be rich. It doesn't mean you have to NEVER have fun, watch TV, etc...but you have to ration them and you have to drastically cut down so you can...

## **Focus on Wealth**

As a Maximizer, you're working on endless arousal. Hopefully, you're in a relationship now. You know it's easy to meet women and find amazing opportunities for romantic liaisons.

Hopefully, you have one person in particular that you really like. This can deliver Nirvana Sex and abundance.

Now, you need to take that motivation and apply it to getting rich. Abundant sex makes it much easier to get rich.

Having a foundational relationship makes it easier to make a lot of money. But it won't happen unless you take action.

Taking action is easier when you're a Maximizer. It's easier to focus on wealth when you have amazing sex and love.

If you're chasing romance and feeling sorry for yourself, you're not very effective. If you have a high libido and great desire, that alone can drive you forward.

## **Decide to Be Rich**

You have to decide to be rich. That's the first step. We'll talk about the actions you need to take, but first, you must have the desire and make the decision.

When you decide to be rich, you realize your unrich friends don't want you to be rich. They want you to stay poor.

They don't want you to be different from them. They don't want you to show that they are failures through your success.

## **Surround Yourself with Successful People and Things**

The most important thing in being rich, besides being a Maximizer, is the people in your environment. Typically, your environment is filled with unrich people. They will try to drag you down.

A big part of our brain wants to be like the people around us. This includes family, friends, and coworkers.

One way to lift yourself up as a Maximizer is to be with friends who are richer and more successful than you. This goes a long way towards becoming rich.

## **Actions to Take Now**

You need to decide to be rich. Then, start finding friends and associates who are rich and successful.

When you're buying a house, get the shittiest house in a good area. You'll be around rich people, and you'll feel bad at first. But eventually, you'll be successful like them.

You're soon to be rich. Remember that: STBR, Soon To Be Rich.

The whole world will try to make you feel bad about your desire to be rich. They don't want you to succeed because it shows their inadequacy.

Focus on being rich. Decide to be rich. Surround yourself with successful people. Use affirmations and look for proof that being rich is good.

Being rich helps your family, friends, and society. Every day, you can become richer and richer.

And with that, let's focus on stupid beliefs that stop us from getting everything that we want.

### **Stupid Belief #1: Your Gain is Someone Else's Loss**

The first stupid belief is that your gain is someone else's loss. In other words, if you make money, someone else has to lose money. If you play a game where there's a winner and a loser, they call that a zero-sum game.

However, the truth is that in getting rich, you are actually not doing a zero-sum game. You are adding to the overall wealth of not just yourself, not just your family, but also society. You're adding to the overall wealth.

The reason that the United States has become so wealthy over time has been that the system we have or have had largely is a system where we can build something and keep a lot of what we've built. And that encourages people to be inventive and build new things that enrich them and enrich society.

So we have amazing amounts of wealth here in the United States. And it's because the more people get rich and create new things, the more everybody benefits. So your gain is someone else's loss is a lie that you have to completely get rid of and realize how wrong it is.

### **Stupid Belief #2: At Some Point, You Have Enough**



The next lie is that at some point, you have enough. I remember that I read a story years ago in Inc. Magazine about Ben and Jerry. I don't know if you know this about Ben and Jerry, the ice cream people, but they had a pact or an agreement that they called the five-to-one rule. They said that the CEO's salary can be no more than five times whatever the lowest-paid person earns.

That's what they did before. They believed that that was important. And I think that that's really completely stupid. Of course, they don't do that anymore. But the idea of, "Oh yeah, you have enough, five times the income of your poorest person, your lowest-paid person, that's a good enough income for you," who determines that?

That puts a limit on where you can go and what you can do. It's like a cap. And you don't want a cap on what you can do. The truth is that we all built this into our income tax structure. We have what's called a progressive income tax structure, where the more money you make, the higher your tax bracket.

And in some countries, it's getting back to this, where it could be 90% of your income can be taxed. So there's really no incentive to do anything. The whole idea of this is that, "Well, you have enough. You've got a million dollars. That's enough. You should just pay all of the rest of your money in taxes. You shouldn't be entitled to any more than that." And that's just so, so wrong.

The correct thing is that you never have enough. You can always have more. And the more you have, the more wealth you create for everyone else.

### **Stupid Belief #3: It's Bad to Charge a Lot**

The third stupid belief is that it's bad to charge a lot. That you should charge a little for your service. That you should empathize with your

customers. And that you should try to earn as little as possible. That you should try to limit your income as much as possible. You're not entitled to a big income. And that's completely wrong.

As we're going to talk about, the truth is that you want to build enormous value for other people, for your customers. That's how you can make a lot of money. And that has nothing to do with charging a little. In fact, you might want to double or triple what you're charging.

Because after all, why does someone pay you money to get your product or to get your service? They do that because they'd rather have your product or service than they would the money.

They would rather have your product or service than they would have their money. So their willingness to pay is evidence that you're delivering value. And you want to charge as much as possible because you want to deliver as much value as possible.

## **Belief #4: People Must Get Results with Your Product or Service**

Stupid belief number four, is that people must get results with your product or your service. If you look at all the books that are sold, how many books that are sold actually get read? Does the author of a book have to go to your house and make sure you read the book and you implement what he's written? Of course not.

People buy books. They don't read them. That's their business. People take classes. They don't use what they've learned. That's their business.

My wife, Jodi, went to law school. And she's told me a number of times about the law school that she took, I think it's three years of law school. Very, very difficult. And after law school, you have to pass a very difficult test, the bar exam. And after that, you then have to learn

how to be a lawyer because you certainly didn't learn anything about being a lawyer in law school.

Law school is like a requirement, but you don't really learn how to be a lawyer until you are a lawyer.

So the point is that people who go to law school become a lawyer, but from then on, it's really up to them whatever they're going to do with their law degree and with their bar membership. Completely up to them.

And it's not up to the law school. They don't have to ensure that their people get results. It's not their business. Their business is just providing the law school education. It's the business of the members of the class to do whatever they're going to do after they get out of law school.

Now I do feel ethically and morally that whatever you're offering people, they have to be able to achieve the result that you say they can achieve.

If I'm offering something for helping people get over blood sugar issues, it darn well better work and help people get over blood sugar issues if they do what I say to do.

It's not ethical or moral or correct to sell something that doesn't get results for people that you promise. You must deliver and even over-deliver results that you promise. Otherwise it's not legal, ethical, or moral.

But remember this, when you talk about the fact that people have to get success, they have to get results with your product or service, that myth, that lie. When you talk about that, you have to realize that almost nobody does anything, almost nobody takes any action ever outside of what they're already doing.

Remember they're watching TV, as we talked about in the previous section. They're smoking weed, watching sports, looking at porn, taking up their time with current events in the news cycle and all that.

All of that to say that they're not going to change what they're doing. So it's very unlikely that they will actually get results with your product or service.

Now if you're a farmer and you're selling corn and whatever, well I'm sure they'll do something with your corn. Maybe they'll feed it to their pigs or they'll make cornmeal and make tortillas with it or something, but that's not really your business. The fact is that in general, the results that people get with whatever your product or service is, not your business.

## **Stupid Belief #5: Effort Equals Compensation**

The next stupid belief is that effort has to do with how much you're paid. "Hey, this took me 10 hours to make. I have to charge for it." I don't really care if something takes 10 hours, 10 years. If I'm going to buy something, it has to be valuable to me and the value of it has nothing to do with the effort that was put into it.

I happen to love art and I have no idea how long it takes to paint certain art or let's say paintings. Some paintings obviously take a long, long time to paint and some of them, especially more modern art, looks like it could be done in 10 minutes, but it still could sell for millions of dollars and could be really considered very, very good. The effort that the artist made has nothing to do with what we're going to pay for the painting.

So a school teacher might work really hard. They may work with their students in class. They go home and they grade papers. They

tutor kids. They take it seriously. They work hard. They make their \$80,000 a year, maybe, hopefully.

And then you have someone else, let's say a private equity fund partner, private equity fund partner, who instead of making \$80,000 a year, makes \$10 million a year.

Is he working that much harder than the school teacher? Not at all.

He might be working less hard than the school teacher, but he's earning a lot more money because there's literally no relationship whatsoever between the effort that you put into something and how much you get paid for it.

So I want you to realize that effort has nothing whatever to do with compensation.

## **Stupid Belief #6: It's Bad to Be Lazy**

Okay, next stupid belief. Let's see which one we got. One, two, three, four, five, six. The next stupid belief is it's bad to be lazy. Well, laziness is actually an asset when it's smart lazy. People that find shortcuts, band-aids, tricks, they're very, very smart people who find things away around things are way smarter than everyone else.

My brother got through law school very, very easily, and he's become a very successful lawyer himself. And what he did, I'm sure, is what he did when he went to college, when he went to and got his undergraduate degree.

He figured out the easiest classes to take, the lowest minimum grade that he needed to pass. In this case, maybe the easiest law school to get into, the easiest law school to pass, just how to minimally study enough to pass the bar exam and become a lawyer so he could get his law degree in order to accomplish his financial goals.

But he did it in the laziest possible way because he identified what he wanted to do, which was get a law degree, and he didn't want a law degree from a prestigious school. He didn't want to work hard.

He wanted to work full-time at a job, continue making money, attend law school at night, and go to the easiest law school possible that would prepare him at a minimal level at least to pass the bar exam, which is what he did. And that's really a result of the fact that he didn't realize that it wasn't bad to be lazy. It's actually good.

## **Stupid Belief #7: Rich People Are Cheap or Frugal**

The next stupid belief is that rich people are cheap or frugal. Everyone's heard stories of the miser that dies, and it turns out they have \$200 million put away, and someone goes to their house to clean that out, and they've collected all these magazines and newspapers. They never threw anything away.

You know, they're hoarding everything. There are people that are very, very cheap and miserly who are multi, multimillionaires.

But the reality is that it's a myth, it's a stupid belief that rich people are frugal or even cheap.

There are rich people who are cheap and frugal, and there are poor people that are cheap and frugal.

The fact is that making money requires you to make investments in your company. That means that you have to waste. You have to not be frugal. You have to be courageous sometimes spending money.

There's a very famous quote from the department store magnate. He said that half of all my advertising expenditure is wasted. Half of it is wasted. I just don't know which half. So he has to spend all of it to waste half of it. That's basically how business works. You have to be

ready to spend money, to lose money, to basically to, you can't be too frugal, you can't be too cheap.

Now, some rich people are very, very cheap, and some rich people are very extravagant. There's really no difference. Now, for example, Warren Buffett is famous for living in the same house in Omaha, Nebraska that he lived in for decades, but what they don't tell you is that he has all these other homes, that he has a private jet, all the other things that he does. He has this house in Omaha, which is a way he projects how frugal he is to the rest of the world, but in reality, he's not that frugal at all.

And why should you be? After all, you're only on this earth for a short while. Even if I live to age 120, which is my plan, that still gives me only another 57 more years or 56 more years. So that's not a lot of time, so I want to have a good time while I'm here. I want to enjoy my life while I'm here. Why do I want to be cheap? I don't want to be cheap.

My finding is that some people are very miserly and they build up a lot of money. Some people get rich that way, and some people spend money, have a comfortable life, and get rich that way. It doesn't really matter.

However, I will warn you about one thing. Do not act extravagant when you're not rich.

There are all these people in Los Angeles that have a leased Mercedes or they live in a house that's rented in an expensive area that they can't afford the rental payments on, and they're going broke by trying to act rich.

The fact that a rich person has a Rolex and a nice Mercedes and a nice home, that's not what made them rich. That's the result of being rich. So don't try to wear the emblems of being rich when you're not rich. It may be that you have to act poor for a while. That's totally fine.

## **Stupid Belief #8: You Don't Deserve to Be Rich**

The next stupid belief is you don't deserve to be rich. If you believe you don't deserve to be rich, it's like driving your car when you have the brake on and you're going down the street and you have the gas pedal on, but you have the brake on. Well, you're just stopping yourself. You're just stopping yourself from getting anywhere. You're just putting a lot of friction in the works.

The only difference between someone who thinks that they deserve to be rich and has chosen to be rich and someone who doesn't is just their belief. You can change your belief using the belief changer system that you do deserve to be rich.

## **Stupid Belief #9: You Need Credentials**

Next stupid belief. You need credentials. Well, look at me. I've become a very, very famous health and sex coach with over 80,000 students that I've coached, a newsletter of 700,000 subscribers, and I have no credentials.

Bill Gates dropped out of college.

Steve Jobs dropped out of college.

Mark Zuckerberg dropped out of college.

David Geffen, the famous producer, he dropped out. I think he might have even not been truthful about attending UCLA, but so many people lack credentials and have become very, very successful.

One of the things that's happened in this world is that you don't need credentials.

In the old days, you needed to be a member of a guild to lay bricks. You couldn't lay bricks unless you're a member of the Bricklaying



Guild. You had to have so many years as an apprentice and you had to climb the ladder, but we're not in that world anymore.

All you have to do is leapfrog everybody by just simply deciding that you're going to do something, and you don't really need credentials.

Now, obviously, we talked about being a lawyer. You need to have a bar license to practice law. You need to have a medical degree to be a doctor. You need to have gone through medical school, but for many, many things, you don't need credentials at all.

## **Stupid Belief #10: You Need Talent**

The next stupid belief is that you need talent.

Again, look at me. I don't really have talent. I've created whatever I have. It's not built in. There's a very famous book and study that says you need to have 10,000 hours of something to be good at it. Well, that's 10,000 hours.

That's not talent. That's just putting time in. It may be 5,000 or maybe 20,000 hours, but you just need to put time into something. You need to study and work on it. It's not a matter of talent.

That means that you don't have any limitations based upon how you're born, your family, your genetics, your brains. You're not limited by any of that.

You can do anything you want if you simply decide to do it and then just pursue it. You can look at people like the Kardashians or Dr. Phil, who are not particularly talented, but have been very successful.

Dr. Phil, I believe he had a football scholarship. He was a mediocre psychologist. I think he worked for his father. He got a big break when he got discovered sort of by Oprah. I think a lot of people say he's not a good psychologist. He doesn't have talent in that area, but he's become very successful. You don't need talent.

## **Stupid Belief #11: You Need Luck**

And the last stupid belief is that you need luck. No, you don't. You don't need luck. You make your own luck. You make your own luck, and we'll talk about how to do that.

## **How to get rich – there are only these two ways**

Okay, so there are two basic ways that you can be rich.

### **Method 1: Earn Above Average Income and Save**

The first way is what most people do, and there's absolutely nothing wrong with it. You simply earn an above-average income and you save the rest. So the best way of doing this is to earn an above-average income and then have a certain amount automatically deducted and invest that amount.

Now, you can invest that amount depending on how old you are in a combination of stocks, bonds, and precious metals, but I would advise you to invest it in stocks of sound businesses that can go a long way. Or you can invest it in real estate, like a partnership in an apartment building or some income property, residential income property.

People have to live somewhere. Rents will always keep up with inflation at the very least. If you pick well, you can own part of an apartment building that will earn money for you for a long time, or you can invest in some sound companies that will be growing for a long time. So that's the earn above average income and save the rest, save a percentage of it.

The trick really is to have a certain amount deducted regularly. A lot of people will want to have a self-directed 401k if they're in the United States. The self-directed 401k lets you put a much larger amount of your income away and gives you asset protection. All that 401k can't be attached.

Remember OJ Simpson, who had committed terrible crimes and he had a pension that they couldn't go after? Well, it's the same thing if you have a 401k, they really can't go after it. You can have some of it be Roth and non-Roth and all that. It's very, very good.

## **Method 2: Make an Asset More Valuable**

The second way you can be rich is to make an asset more valuable. Making an asset more valuable means that you could start a business and you can build that business. You can hold on to it. You can have it produce a large amount of income. You can build a business and sell it.

You can build a business and sell part of it, which is what people do when they go public. They sell part of the business to the public. So you make an asset more valuable. You can also follow the formula that was followed by Nickerson, who authored the book about how I made a million dollars in my spare time in real estate on weekends, something like that, a book like that.

Nickerson showed you in the same exact formula works today, how he started with a duplex. You can start with a duplex. You can move into one. It could be all messed up and all damaged and get a loan and you can restore it, rehab it while you're living there.

Then you can trade up for a fourplex, an eightplex, a 30-unit, and a 100-unit and end up with several multiple hundreds of units. And because in the US you can do these tax-free exchanges, you can finagle

it so that you don't have to pay the taxes on the gains and you can keep rolling up into better and better properties.

So this is still a matter of making an asset more valuable. You could become a partner with someone, an equity partner with someone who's doing something valuable. You can join a startup and have stock options and eventually be an equity owner in that business. So that's the other way that you can always make money and be rich.

Those are the two basic ways that you can be rich: earn an above-average income, save the percentage of it over a period of many, many years, or you can make an asset more valuable.

## **Increasing Your Income Dramatically**

Okay. So now let's talk about how you can raise your income dramatically right now.

First of all, I want you to think about whatever you're charging for your services. There's a person that gives me a haircut for \$18. My wife Jody goes to somebody occasionally who charges \$250. Now that person is spending about an hour on her hair. My guy is spending 20 minutes.

But on an hourly rate, one of them is earning \$250 an hour and one of them is earning \$60 an hour. So it's a haircut, right? It's just like, how much do you charge? So the key is that the person who's charging \$250 an hour for a haircut, he's charging according to the value that people are receiving. He's not charging by the effort he's making. You have to learn how to charge according to the value you're delivering rather than the effort you're putting in.

There was a very, very amazing book by Alan Weiss called Million Dollar Consulting, where he talks to you about how to be a consultant and how to do things very differently, where instead of earning an

hourly rate, you assign a value to your work and you charge your customer according to the value you're delivering them.

So your hourly can be a huge multiple of what it would normally be. And I use this exact method to land a giant client, very, very large corporation. I worked with them for years, made oodles and oodles of money, and we just continued to deliver them very short proposals where we would do something for them that was viable to them and there was no attention ever paid to any amount per hour or anything like that.

I love paying people per hour because I'm always able to pay them much, much less than if they were to charge me by the value they were delivering to me. So the trick here is to focus on charging according to the value you're delivering rather than the effort you're making. Sell value, never effort.

## **Demonstrate Who You Want to Be**

The next secret here is to demonstrate who you want to be, not who you are. So focus on pretending like you're a "somebody", even before you are.

For instance, everyone knows about Houdini, but what they don't know about Houdini is he was very good at doing his tricks, but his biggest trick was PR.

He was a tremendously smart man about his public relations, about how he presented himself. And one thing about his tricks is he would learn a trick until he was just able to do it right and that was it. He never tried to do better than that. He just tried to meet the minimum level he needed to do a trick, to do an escape. And his real focus was always on being the person everybody thought so highly of his PR.

So there's a point where you have a certain level of competence, like Houdini could escape something, or my brother could just scrape by law school and pass the bar. But beyond that, it doesn't really pay to be more competent than you HAVE to be. So you can save a lot of time and effort by not trying to be overly competent in anything.

In fact, marketing yourself pays. And being competent at marketing pays much more than being competent or good at an actual activity. I know many dentists, for instance, who are amazing dentists, but they don't have many patients and don't make a lot of money because they are poor marketers. And other dentists are exceptional marketers and make tons of money — but they are poor dentists.

You're always better off putting your emphasis on marketing and advertising more than trying to be good at what you're doing, believe it or not.

## **Be a Student of Advertising**

And speaking of advertising, I want you to focus on advertising. Advertising is an amazingly valuable thing and there's an ability to be a complete student of advertising. You can be looking at old ads on YouTube. You can be looking at new ads. You can be looking at successful advertisers.

I like to look at politics without regard to party or affiliation because I learn so much about marketing through how the political candidates manage their campaigns or how a proposition or a measure gets passed at a state level. The things that they do, the stories they tell, it's very, very interesting. And you can become a student of what's going on politically and learn a lot about advertising. You can apply it in your own work.

I like to also become a lifelong student of marketing in other ways. I like to learn about business stories. Years ago I went and met Tony Hsieh.

Tony Hsieh was not actually the founder of Zappos, but he was the person that built up Zappos.

And unfortunately, he's left us now. But I read a story about Zappos. I learned a lot from him and from his book.

I love to read founder stories. I read business stories.

For instance: Zappos had a challenge. They had to sell shoes through the mail.

They had to sell shoes and stock them in all different sizes and shapes. And have people return them like crazy, because they didn't fit!

It didn't seem like anyone would ever make money selling shoes through the mail.

But they figured out how to do that. They were very successful with it. I learned a lot from Tony Hsieh and his book.

I've read about Zappos, and Nike, and the founder of Wang Computers (which you've probably never heard of because it's long out of business). Sony, IBM, you name it. I read their story.

I've read so, so, so many business books focusing on the stories of the business, or the founder stories. And as a lifelong student of those, I find that it's always very valuable.

## **Self-Employment and Consulting — here is the formula you can use today**

The next thing is as a formula for raising your income dramatically now is to begin with self-employment. You can put yourself in the path of rich and successful people. When I wanted to do something, I

wasn't sure what, I decided to set up a sales operation and to sell other people's services that would contract with me.

And so I found some, I formed my own LLC, my own limited liability company. I have a self-directed 401k, which I mentioned earlier. And I started to pretend that I could get people business. And I got some contracts signed by some companies and I actually got them to pay me in advance, part of the payment in advance.

They said, "Why should I pay you in advance?" I go, "Well, one of us has to owe the other money. If I'm doing work for you and you haven't paid me, then you owe me money. But I can't afford to have you owe me money because I'm a little operation. So I need to be the one that owes you money. So you need to pay me in advance now. I can deliver the service, you'll be happy, and then you can pay the balance when I've finished."

And that's exactly what happened. And I've always been able to get paid in advance using that formula, at least personally in advance.

## **Put Yourself in the Path of Success**

So you put yourself in the path of the rich and famous. That's what I did. I found all these different people that wanted me to sell their stuff for them. I had a sales floor. Eventually, I had about 20 people in two offices and we were selling different products and services for different companies under contract.

And then I was able to identify some opportunities that then led me into starting my own company. This was my own company, but this was like an agency. I started my own entrepreneurial venture, which became very, very successful from that.

Become an independent contractor. You can consider if you're working for someone, you can consider talking to them. You can quit



your job and you can have them rehire you as a consultant under a consulting contract. So they hire your LLC, your limited liability company. Now you have the tax advantages of having your own company and you can also get other clients since you have your own LLC. You're not just a wage slave anymore.

## **Don't Wait or Ask Permission**

Don't wait or ask permission. If you look at what PayPal did, when they started, what they did was against the card rules, the Visa and MasterCard rules. You weren't allowed to do what they were doing. It was completely against the rules. I wouldn't say it was against the law, but it might've even been against the law, but they just did it anyway.

They didn't wait or ask permission. They became big quickly and eventually the rules changed and Visa and MasterCard started cooperating with PayPal. Federal Express started by Fred Smith. He didn't wait or ask permission. He did a paper for a business school project about a theoretical company that would deliver packages all over. And the teacher said it was a terrible idea — because you need to have all these customers that want to deliver packages first, in order to make it profitable.

The college professor said, you need to first have so many people that want packages delivered that you can't possibly start a business like that because you can't get all those people who need packages delivered quickly enough to fund the business.

But he did it anyway. It was a huge struggle. Rather than waiting or asking permission, he even had to, according to a book I read, dip into a trust that was not his, basically embezzling. He ended up, I'm not sure what happened to him. He got away with it more or less, but he did what he had to do.

I started a factory. I didn't wait or ask permission. I started a factory. I staffed it up. I got all the equipment and everything and was able to then get FDA approval and get business in. That's what I did. I didn't wait or ask permission.

## **Do Not Set Goals — Build Systems Instead**

The next thing to raise your income dramatically now is to stop setting goals. Goals are something that are very enticing. They sound like something that you would really want to do. Of course, you're going to set goals. Well, I don't think you should. I think that you should set up systems instead. Smart people set up systems. They put all their emphasis on building systems.

For example, a system of advertising, a system for building up your business, a system for training people, a system for recruiting people. Everything that I do is all involving systems. I put a lot of effort into building systems rather than trying to simply just advertise and hope for the best, you know, rather than setting goals.

## **Build Reliable People**

Another one is to build people you can rely on.

I have a team of people that are just brilliant people. I've worked with some almost 20 years and I work with people year after year, decade after decade. You want to build a stable of people because times are going to turn tough. You're going to have adversity. You want to have people that know you, trust you so that they can handle adversity with you.

I have a team in my businesses, three companies now. I also have a team in my own personal life, to take care of my homes, take care of

my property, my personal life. People I've known for a long, long time. So you want to have a stable of people that you can rely on.

Loser people try to pay the least amount they can and they're always going through different people and always complaining about people. Winner people, people who are successful and well off as you are just starting to be, they are people that seek out the best person they can find and then they pay them what they have to pay them.

They surround themselves with people that are loyal and are excellent at what they do rather than people who are cheap, who are pricing themselves cheaply. People who are good charge a lot of money and you have to be willing to pay that.

## **Surrounding Yourself with Amazing Allies**

I'm not talking about just building a team for business or to help me do my taxes.

Part of meeting a woman and having a wife or girlfriend is having someone that's really good for you. That's your #1. That's the most important relationship in your entire life.

And others are super important too.

A big secret of my life is finding people that are incredible and making them allies in my life. I have wonderful people that I work with in every area of my life, not just in my businesses but also my personal life.

I work with people that I can trust 100%. My relationships tend to last a long, long time. My accountant has been with me over 40 years. My best operations people are with me 7 years, 15 years, and so forth...

When I built a factory in the Midwest, I visited months after it was up and running. I never had to go there because I had a team I completely trusted.

I pay my allies as well as I possibly can. I try to help them get joy and achievement in their lives, through me, and I'm as interested in their own lives as I am in my own.

Those are my secrets of being a Maximizer.

It changes who you are. You become a powerful magnet, drawing all kinds of things to you. And you can rest easy because you have amazing people looking after you.

## **How to know who to trust**

You can basically live life according to Theory X or Theory Y, which are management principles.

You can decide to trust people and rely on them, believing they'll do the right thing. Alternatively, you can treat people like they are crooks and be suspicious of everyone all the time.

Of course, there's no right answer, and different personalities relate to others differently.

For me, I like to give somebody I meet some initial credibility.

Then, I set up a series of tests for them. These tests can last anywhere from a few weeks to a few years, depending on the importance of their role in my life.

In each test, I observe carefully how they respond. That small amount of credibility I give them may increase or decrease. Ideally, it increases, but if it decreases, I realize they're not someone I want in my life.

At the beginning of the relationship, I never really know where it will go. Whether I will be able to trust and work with this person is uncertain. My default position is to trust somebody to some extent, sometimes to a pretty great extent.

Since they're new in my life, I trust but verify, as they used to say regarding the treaty between the USSR and the USA.

Trust but verify, with the key word being trust. Start with some trust.

Some trust is given to new people, and I have found that most of the people in my life early on end up in my life later because they deserve that trust. The trust in them expands, and their role in my life increases.

So, that's how I like to do things with people. I trust them a little bit at first, then a little bit more, until I trust them almost completely.

And as a result, I have such wonderful people in my life. There was a hurricane coming to my beach house and I wasn't there. But my guy there moved our car to higher ground, and secured everything and took care of us. That's the type of relationships I have with everyone.

## **Think Long Term**

The other next thing I want to say is to think very long term. I wrote a book called *Healthy to 120*. I was listening to a talk many years ago by Dan Sullivan and he said, "Why should you just limit yourself? How long do you want to live? 80, 90? Why limit yourself to 80 or 90? Why not add 10 or 20 years? After all, medical advances will be made. You can live longer if you just set your mind to it."

And I decided to set my mind to living to 120, which is a theoretical maximum lifespan for people right now. It's possible we can even live past 120, but I think 120 is a worthy goal. Now I think very long term. What skills can I build up? I may want to write novels. I may want to produce movies. I may want to learn how to sail again or do something else.

I have people that are in my life for a long time. I have systems that I'm working with for a long time. I'm thinking very long term. That makes it really easy because when I get up in the morning when I have to do something, I already know what I'm going to do. I don't have to wonder what I'm doing.

It gives me a feeling of safety and security having all of these anchors, these skills, these people, these systems that I've been working with for a long time that I will be working with for a long time. I'm very happy to make investments that may take several years to pay off. Not a problem for me because I think very long term. I suggest you think very long term.

## **Discipline Over Feeling**

Don't wait until you feel like it. Disciplined activity is the key to wealth and success. Now I have made a great, put a great deal of effort into helping you become a Maximizer, having an incredible sex life, libido, everything you want in your romantic and sex life for sure and that will help propel you forward.

But there will be times when you get up and you don't feel like doing something. The antidote to it is the same antidote that good writers use. I like writers like John Grisham, for example, or Dean Kuntz, for example. They just write book after book after book after book after book. It's not the money that counts for them. It's just they love writing and they write book after book after book. They're prolific because that's what they do. They go in and they write and that's what they do.

Scott Adams built his Dilbert comic strip. He worked at the Pacific Bell. It was his day job and then in the morning he got up at five or 4:30 or something and he created the Dilbert comic. It wasn't like every day

he felt like it. He just did it. You just have discipline in your life. You just do something every day. That's just what you do and you build a habit of action every day. And all the successful people I know have a habit of action every day. They don't wait until they feel like doing something.

## **Make Courageous Commitments**

The next thing is to learn to make courageous commitments without a clear idea of how you're going to deliver. Make commitments. When I had a business, when I put together the sales operation that I mentioned, I didn't have any clients. But I hired a few people and I went after the business and I didn't know how it was going to deliver.

I said, "Oh, I'll sell \$5 million of that for you. No problem." They go, "Okay. Here's a little bit of money. Go at it." And then I figured out how to do it. So I learned how to make courageous commitments without knowing how I would deliver. When I started one of my startups, which was a company where I raised a great deal of money and built it into a very successful operation for a while, I had no idea how we were going to deliver this product that we had promised. But we figured it out and we delivered it. I think learning how to make courageous commitments is incredibly important to your success.

## **Show Results in Advance**

The next thing is to figure out how you can show a result in advance. The value of demonstration is critical. When I had an alarm company, the first thing I did is I needed to have a demonstration of the alarms that I was selling to homeowners.

So I bought a Samsonite suitcase and I bought an alarm panel and a siren and wiring and all that. I put it together and I had a suitcase and I'd bring it out to someone's house. I'd open the suitcase and show the alarm and they'd hear the loud noise and they'd see the alarm and that was my demonstration. Then eventually I got a much better demo kit.

But you see, I knew immediately I needed a way to demonstrate the value of my alarm. So I figured out a way to demonstrate it.

People who have infomercials, in the old days they used to sell things on TV infomercials. It was always about having a product that could be demonstrated on TV. Whatever it is, you need to be able to demonstrate it and preferably you can show results in advance.

When I had my business with a sales operation, I would tell people, "Oh, I can sell \$5 million of this. I can sell a million of this. Let me at it." My demonstration was, "Let me at it." And then I would have them pay me a bit of money and we would do a trial. I'd figure out how to do it and then they would renew my contract. So I figured out how to get them results in advance.

I did get paid modestly upfront, so I wasn't working for free. But basically, I was able to figure it all out as I went along and I was able to demonstrate my value. So figure out how you can show a result in advance preferably.

## **Don't Wait for Capital**

The next thing, don't wait for capital. You've got credit cards. I remember many companies that have been built with credit cards. You just get credit card after credit card and you can invest that. Yes, the interest rates are high, but the returns can be very, very high. You can also use your savings. You can use your friends and family, but don't wait to get money.



Most of the time, you don't need money. You can figure out a way to get your customers to pay you. Remember that when I started my sales operation, I had small amounts of money that my new clients paid me upfront. I convinced them to pay me right upfront. So I was able to fund that company without any borrowing whatsoever.

## **Profit First**

Next thing is to run according to profit first. I learned about profit first from Michael Michalowicz and it's a whole system, but the bottom line is us entrepreneurs are always over-optimistic. We are constantly thinking that we are going to be so successful and so wonderful that it's just going to be incredible. We tend to ignore warning signs when things are turning south financially.

So what I always do now is run according to profit first, where I look at a daily financial statement every day. I have a financial statement that I put together, not my accountant, but I or my team put together. It has all the daily cash and profit numbers on it. And so I can immediately see if I lost money or made money each day.

Sometimes you'll have something called overhead, which is our operations where you have people that are working for you or your accountant, your lawyer, things like that. So you just figure out how much you pay them a month. You divide it up into 30. That's how much you have per day and that's your expenses. So you put all your expenses on a daily figure. You put your gross sales, your cost of good sales, and basically, you come up with a little management accounting that shows you if you're making or losing money. That way, you're never going to be over-optimistic. You can see in black and white if you're making or losing money, according to profit first.

## **Be Prepared to Move**

The next tip I have here is to be prepared to move. Be prepared to move into a new relationship, a new romantic relationship. Be prepared to move to a new town, state, or country because sometimes you have to move to where there are better opportunities. There are people that are living in areas that they just happen to be there with luck. You're born in some place out in the middle of nowhere. You may have to move to the middle of somewhere.

And also, when you move far, let's say you move to a different country, you learn the language, you will be an expert there simply because you come from a faraway place. And people that come from a faraway place a lot of times are automatically considered experts.

## **Study Successful People**

The last tip that I have here for making a lot of money is to study other people who have come before you, especially old books that are written from geezers who are long dead. For example, I love the book called "Robert Collier Letter Book." It's a series of sales experiments that Robert Collier made. There used to be an encyclopedia series you may remember called Collier's. He was from that family and he was in charge of marketing and they marketed all different products to people using these letters that they would write, like advertisements that they would send in the mail or post in newspapers and magazines.

It just talks about all the different stories. It's just a great book. And all the principles, all the human behavior and all the things that were done then are still applicable today. Even if we use the internet, not direct mail, all the same principles apply. Human behavior has not changed.

I also love the book by Claude Hopkins called "Scientific Advertising." Hopkins was an amazingly hard worker and he was a brilliant advertiser. He came up with a whole idea of direct response advertising where you can advertise and track your results. He also realized that he was so smart and so good that why make all my money for clients? So he started a company called Pepsodent, which is a toothpaste company, which is still in business today, as well as several other companies that he founded and owned and ran very profitably. He wrote these great books that are very easy to read and very well written. And all the principles are equally applicable today. You will learn so much by studying what others have to say who have come before you.

So that is all of my best information about becoming wealthy and especially as a Maximizer.

Here are a few more random thoughts as we close out this chapter.

## **The Link Between Sex Drive and Wealth**

I have had many guys go from \$20,000 or \$30,000 a year to \$200,000 or \$300,000 a year in income once they became a Maximizer.

You might ask how that even happens. Why is it that if somebody has a lot of sex, they have a lot of wealth?

I don't really know the exact answer. But I do think that as you build your sex drive, obstacles become much easier to overcome.

It becomes easier to stick to something even if you have a lot of adversity.

## **Success and Overcoming Adversity**

If you look at every person that is successful, they have overcome a great deal of adversity.

One of my favorite examples is Michael Jackson. He was successful financially at a very early age, but his dad and family controlled everything.

You can look at Michael Jackson's life as one of huge adversity and damage. Similarly, look at Donald Trump. Whatever you think about him, he has overcome so much adversity, including lawsuits and bankruptcies.

Every person who is successful overcomes a lot in order to be successful. This is why the male sex drive can be the horn of plenty.

As a Maximizer, you're going to run into a lot of attempts to defeat you.

## **The Maximizer Mentality**

Life is going to throw all kinds of hazards and discouragements at you.

If you're a Maximizer, it's like what I said about kissing a girl — you lean in, try to kiss her, and she rebuffs you, but you try again later.

It's all fine because you're a Maximizer. You know the process you're following is a process to get the girl. It doesn't matter if this girl wants to kiss you or not, the next girl will.

That is the mentality of a Maximizer.

This is why you get such abundance in your life. You're much more willing to pursue what you want, even if others don't want you to get it.

## **Pursuing What You Want**

People see your determination and feel your huge drive. They tend to get out of your way or choose to become your allies to help you be successful.

You can look at this in the same vein as you can look at sex.

My wife wants to make me happy. She works hard to make me happy. Her life is one of making me happy.

I also try hard to make her happy. If she's happy, I feel happier myself.

So what you're doing as a Maximizer is aligning your goals with everyone else's.

## **Doing Anything as a Maximizer**

You can sit at home and be a Maximizer without doing anything.

But you still have to do something. Even if you're on Zoom calls and Company Chats, you're still doing something.

Once you're a Maximizer, doing is very easy. It's what you're built for. There's no feeling of complacency or laziness.

The thing that has helped me the most is this idea of who is the doer in my life.

I always thought that I was the doer. I was the one that had to make it happen.

When I started to think about who I was, I got confused. This is actually the non-duality part.

Who am I anyway? Who am I asking this question?

The more I watch myself doing things, the more I experience the feeling of life flowing on its own. The more I get, the more I attain, the more I achieve.

It's almost like the less I do, the more I make.

There's still a lot of work involved, but it doesn't seem like work.

For example, let's say you're with your grandson, throwing a ball around. It's great to be with your grandson.

It gives him a healthy role model. It helps him exercise and see how older people are productive and successful.

There's a lot of benefits, but you're doing it because you enjoy it.

## **Synchronicity Brings Success**

One of the things that ends up becoming a major part of people's lives is the idea of synchronicity.

Synchronicity means when things happen that are seemingly independent, and yet they're somehow tied together.

For example, you're looking for an employee who knows how to speak Polish. Then you're at lunch, meet a waitress who speaks Polish, and hire her. You think, why did I stop at that restaurant?

That's how things unfold with synchronicity.

I don't think there are a lot of coincidences. Things happen more and more in the same direction, pushing me like a wave.

I don't have to push myself. The wave does it. It works through synchronicity, by being open to opportunities and adventures.

I say yes a lot, but I also say no to things I don't want to do. You already know.

One of my go-to lines is, "I wish I could, but I just can't. I'm sorry."

I always say no when I want to say no. I don't do things I don't want to do.

It took me years to get to this point. I used to always worry about other people's feelings and I'd try to say yes to them to avoid their being disappointed in me.

I practiced disappointing people and got really good at it. So now, I don't say yes unless I mean yes, and a yes from me has value. So does a no.

## **Giving Generously Is Something I Embed Into My Life Every Day**

I view my life as a conduit, like a pipe. Money that I have is on loan from God, basically. I am its temporary caretaker.

Money flows through me to other people. I get to keep some of it, but none of it's really mine. I will end up dying and won't take any of it with me.

I look at life as opportunities to give to others. I allocate a good deal of my income to that.

I often tip 50% of the check when I eat out. I pay people who work for me very generously. I always try to pay people more, not less.

So instead of giving to some faceless charity, most of my giving is through very generous tips and payments to people who are working hard.

I do also donate a lot of money to causes I believe in, but only causes that have a very low administrative overhead.

Not long ago, I gave money to people I know who were helping those who had experienced a hurricane and had no food or water. My money funded a trip to this troubled nation and funded the relief for thousands of children and women.

That's the type of giving I like to do.

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*Ready to unlock your true potential for success?*

*This comprehensive self-assessment guide will help you identify and break through your limiting patterns.*

*Scan the QR code for your free abundance worksheet.*





# Chapter Fourteen

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## Launching your new life of abundance

**I**t was the end of December, 2012. New Years Eve was upon us. I was in a jubilant mood because a man who had contacted me weeks earlier was now grinning ear to ear — he had successful intercourse with his girlfriend, for the first time in his life, in his early 40s.

All those attempts, those embarrassments from the past, were over for him.

I felt on top of the world...but I also felt that I didn't know anything about sex. And I still feel that way.

But all those many years of study, since 1995, were helping so many people already. And I hadn't even begun.

I had no idea where this journey would lead.

But it was this one man, this man who was ecstatic, that cemented my work and made me realize how important it is to the world.

## **What we've covered**

How ejaculatory orgasms drain so much from a man.

How to increase your masculine drive by 50 or 100.

How to have endless waves of orgasms...without ejaculation.

How to have sex for hours every day — whether you are solo or with a partner.

How to have intercourse even if you can't get an erection for some reason, whether medical or otherwise.

How to have sex for hours at a time.

How to meet women and have amazing sex with them.

How to have sexual abundance.

How to turn sexual abundance into wealth.

How to have a relationship with a woman that is beyond your dreams — so much love, so much joy in each other, without the drama and relationship problems others have.

The greatest part of my journey is how much this has helped so many. And now that you have this book, I hope you will share your successes with me.

You now possess the keys to the kingdom — the keys to limitless happiness, joy and pleasure that others can only dream of.

But one thing remains...one unfinished piece of business that is so important it dwarfs everything else.

To see what this is you need to know...

## **What happened to me**

I've always been an avid researcher of health issues and helped numerous friends and colleagues. In 2012 I went from part time, which I had been doing since 1997, to full time.

I had began developing and testing the ideas in Masculine Maximizer, in Summer of 1997.

But now, in 2012, I finally realized that so many men have severe and crippling health problems, and it is getting worse.

The life expectancy of men today in the USA is actually declining. And that's happening in other places around the world.

More and more people have type 2 diabetes that prevents erections...prostate inflammation that keeps them awake at night...cancer and destructive and harmful cancer treatments that are as bad or worse in many cases than the cancer itself.

That's what drew me in, to go beyond helping family and friends, and to becoming a full time health researcher.

I had no idea that this journey would take me to the point where I have 700,000 newsletter readers and almost 80,000 men I've helped.

I hope to make that 1,000,000 and then 5,000,000 then 100,000,000.

Recently, so many women have been seeing my work and asking for help, that we made a monumental announcement. We are now helping women as well as men. I have been secretly and quietly working on a landmark book for women and that will be out soon.

I want to ask that you do a few things now.

One, is please do not watch those Youtube videos from the "Red Pill" men who tell you that it's impossible to meet women, that dating today is hopeless for men, that it's best to just "focus on yourself" and write off having happiness with another person.

We are a reflection of our environment — and if we are including those toxic messages in our environment, we are feeding our minds with toxic messages that can convince us to act as if we are hopeless. This is known as learned helplessness, and it is tremendously harmful.

Second, begin where you are now. You may have erection issues. You may have just gone through a terrible divorce. You may be broke and unemployed and you can't imagine why any woman would be interested in you.

The Maximizer approach can turn your life around, in every way. It may not be evident now. But once you begin Endless Arousal and the edging practice, you are now experiencing several hours of pleasure every day.

It becomes almost automatic when you go out that you see women who you want, and they become drawn to you. You have the basic foundation to begin practicing your skills at meeting women, holding conversations with them, going out on dates, and having the best sex of your life.

It may seem out of the realm of what's possible now...but start with one single step. As I've outlined in the book. The next step will become easier to visualize and more obvious.

Third, begin focusing on smiling, acting cheerful, pretending confidence...practice that all the time, every moment you can. You will, one day, realize that you really are cheerful and confident now — and you are experiencing an abundance of sexual and romantic opportunities.

Fourth, stay the course. It takes around six months for the brain to rewire to Maximizer sex, and to the Endless Arousal method. You will be tempted to ejaculate, at first maybe all the time, then maybe you'll have a successful session without an ejaculatory orgasm. Hooray!

It's small steps like this that count. That's how I started. I could never resist ejaculatory orgasm...until I had one success...then another...and over about six months it became a firmly rooted habit, and I was experiencing hundreds of times more pleasure than I ever had before.

It's simple arithmetic — instead of 5 minutes of pleasure and 15 seconds of orgasm, you are experiencing 2 hours of orgasmic bliss every day. What can hold a candle to that?

Any victory, even a small one, is what you need on your own personal path. Celebrate those small successes so that you can encourage yourself to continue and get even better.

Fifth, don't horde your sexual abundance. Share with others. Get a girlfriend. Meet her girlfriends. Become the starring male in their world. Enjoy your status as the Big Swinging Dick that you now are, as a Maximizer. The more you share your drive and your masculine energy, the better for everyone.

Sixth, begin to work on your own health issues. One of my biggest breakthroughs of my life was the realization that I can in fact plan on living to age 120. I can add 40 years to my life, just by expecting it and living that way.

## **How to add 40 years of healthy life**

I may not live to age 120, but I am planning on it. That gives me enormous scope for new projects, new learning, new long term visions. In a period of life when so many people are looking back, I'm looking forward and acting on grand long term plans.

All your health issues are going to impede you from living to 120, so I suggest you begin working to get rid of them. You do want to use medical help when really needed, but the true solutions to long term health and lifespan are in avoiding the NEED for doctors and for medical interventions.

That's why you want to become an "alternative health" guy. Many people in alternative health are misguided, and wrong, but in the alternative health space lays the solutions to living healthy and being

healthy. Medicine is a great help if you have a traffic accident, or have a bacterial infection, but in most other cases it can be just as harmful as it can be beneficial.

Alternative health ideas can become your guide, to help you so you no longer have a need for constant doctor visits and medical intervention.

Not long ago, a close loved one developed virulent cancer. Some months later, thanks to a combination of medical intervention and alternative health, she is NED, meaning "no evidence of disease", meaning no more cancer. I expect her to remain cancer free for the decades to come.

The solution to her issues was a combination: using medical care for certain aspects of treatment, combined with alternative health ideas that once implemented resulted in her body completely rejecting the cancer and turning the cancer cells into healthy normal cells again, a miracle of epigenetics that happens in our bodies every day (although we are unaware of it.)

## **My own story of deadly disease**

I didn't talk about it much here, but I was born with congenital autoimmune problems. I would require injections every single day. I had a very difficult diet with only a few foods I could eat, as a kid. Every day was a battle, in and out of emergency rooms, middle of the night frantic calls to the doctor, and difficulty even walking 100 yards.

Now, today, I am completely well. I don't require any medications at all. And the solution was available to me all this time. I discovered the solution in 2005 and at that point, was able to literally throw out six medications. I not only was able to exercise for the first time, I ran races!



*this is me -- after a lifetime  
of not being able to walk 100  
yards*

My entire life has been one of overcoming obstacles in an unusual way — a way that was there all this time for me, waiting to be discovered.

I think you will find the same thing about your life—the ideas in the Masculine Maximizer, the practices you have now learned, are just the tip of the iceberg.

There is so much out here for you...now that you're on this sex and pleasure and relationship journey, and you are the envy of your friends, you can accomplish the same success in your health.

The answers to sickness and disease are here — for you to discover. Often they do not lay solely in medical care. Usually health actually depends upon non-medical factors. It's up to you to find those health-promoting methods so you too can live to age 120.

I have prepared a few resources for you — and as I like to say to everyone, I hope and believe that God is shining his light and his love on you, your loved ones and your friends, and I will see you at 120!

Yours with love

—Matt Cook

July 2024



# Chapter Fifteen

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## Where to go from here

### **In Conclusion**

**S**o with that, I bid you a temporary goodbye.

I have some cool things you might be interested in. I'll tell you about what I'm doing and how you might want to take part in the back of the book.

My #1 joy is to hear from you with a success story of your own.

I hope and believe God is shining his light and love on you and your life.

Since I intend to live to 120, I hope you do too, and I will see you at 120.

I run a fantastic Youtube channel at [DailyMedicalDiscoveries.com](https://www.DailyMedicalDiscoveries.com).

Also please see the daily articles I post at <https://www.DailyMedicalDiscoveries.com>

You'll be able to gain even more health and sex tips also at <https://www.GetMemberAccess.com/maximizer>

I have prepared a number of goodies for you there.