

THE *Language* OF *Desire*

Part Three, Module 1: Understanding His Sex Drive

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Understanding His Sex Drive

Some of what I share here might come as a surprise. Some of it might freak you out.

But I'm sharing it because understanding his sex drive and how it's different than yours is the foundation on which this entire program is built.

The Toll of Testosterone

If I asked you what you thought sex was about for a man, you'd probably answer with physical pleasure.

Good answer. . . but it's not exactly right. Sure, physical pleasure is part of it (because, duh, sex feels good), but it really isn't what drives a man sexually. Besides, he is well-versed in bringing himself to orgasm in under five minutes.

Okay, so if it's not physical, next you might guess that sex is about love or emotional connection. ENNNHH! (That's the buzzer sound for "wrong!")

Love and connection is generally what drives women to want sex (although physical pleasure is right up there, too). And while there is a component of his brain chemistry that does equate orgasm to emotional connection, it is far from the driving factor.

So what IS sex for him all about?

It's about seduction, power, ego, conquest, accomplishment, and validation.

It's about knowing he's rendered you defenseless against his magnificent dong and his tremendous sexual prowess. It's the satisfaction he gets knowing he can deliver sublime physical bliss to you. It's the pride he takes in making ladylike you lose all control in the bedroom.

And really, it's about down and dirty f*cking.

THAT is what he's fantasizing about. Not tender kisses or making love by candlelight.

And **testosterone is the hormone coursing through his system** that feeds that desire.

Once a guy hits puberty, this fiendish chemical seemingly takes over his life. He feels these strong undeniable urges to have sex with pretty much every female in a 50 mile radius. . . yet he knows he can't just go around doing what he damn well pleases with every girl he sees.

He's thought about screwing the supermodel, the cute cheerleader, and the bookish brainiac, too. Even the lunch lady—yep, he's thought about sex with her, too.

Testosterone may ebb at times, but for most guys, it is an ever-present force to be reckoned with.

For the good guys out there, it's a delicate balance between carnal desire and socially acceptable behavior. And for a lot of men, they feel ashamed to admit to their darker sexual urges. So they suppress them as best they can.

Imagine for a second what that must feel like for him. Gives you a new appreciation for what being a decent guy means in our world, huh?

Cultural influences

Testosterone may take the lead when it comes to his sex drive, but society plays a role here, too.

You've probably heard the theory that men are action or task-oriented. It's why when you want to just vent about the annoying day you had at work with that gawd-awful Carol from accounting. . . he doesn't quite know what to do. He wants to help you fix it, not just listen and commiserate.

Men in our culture are conditioned to “do” things.

Get the promotion.

Fix the car.

Win the race.

F*ck the girl.

Women in our culture are conditioned to empathize and use our ability to connect emotionally.

Be helpful.

Listen to problems.

Nurture the children.

Maintain a happy home.

Sure these are generalizations, but they do provide additional insight into why men and women tend to operate differently when it comes to sex. How we are nurtured and encouraged to behave influences our sex lives.

And while we all desire sex, it boils down to this:

Women want to have sex when they feel emotionally connected to their partner. Men feel more emotionally connected to their partner by having sex.

What a messed up conundrum!

Because of this, you can understand why many couples end up with a less-than-stellar sex life, despite how hot it may have started out. She holds out, waiting for emotional intimacy (a.k.a. romance) from him while he needs sex in order to feel emotionally connected.

Vicious cycle.

But luckily one that is easy to break with a little effort on your part.

Give him permission to ravish you

I'm going to ask you to ditch all things romance as you get into this program.

Yes, we women get aroused through emotional connection. But this isn't about you. It's about him right now. **And it's time to let his savage sex-beast out to play.**

His sexual urges are so powerful that he's terrified to let you in on them. He thinks that if you knew just how down and dirty he really wants to be, you'd judge him or freak out. Or both.

So you are going to give him permission to possess you sexually. To do everything he wants to do. To let him reveal his raunchiest fantasies and put his manliness on display to your adoring eyes.

Remember, focusing on his ability to seduce, possess, and pleasure you is what his sex drive is all about. It speaks to him on HIS level. It shows him how deeply you desire him. And it validates just how much he turns you into a wild sex-hungry vixen. Because of his penis and his prowess and his HIM-ness.

This is why doing the exercises in this program will cause such a transformation in your sex life. I've created them based on the way his brain is wired. You are essentially telling him that his masculine sex drive is

an intoxicating turn on. Trying to romance-novel your way to a sizzling sex life simply will NOT work.

Talking dirty is speaking his primal sex language.

When you talk explicitly and uninhibitedly, you are reinforcing his sexual prowess. And this strengthens his connection to you. Very few women understand how to speak to their men in this direct way. And even the women who DO understand how powerful this method is, well, they sometimes forget because life and all of its responsibilities get in the way.

He may be (pleasantly) shocked when you first try out these techniques. But I guarantee that any immediate silence is NOT judgment. In fact, he is going to be completely floored by the intense way you can turn him on (like no other woman ever has).

By the end of this program, you will be using all kinds of dirty phrases, like. . .

I can't wait for you to see how naughty I can be.

I need to feel you inside of me right now.

You make me so fucking horny.

I want you so bad, I'm aching for your cock.

I don't want you stop until you are shaking, spent, and exhausted.

Make me your personal slut tonight.

I'm going to make you cum so hard.

Oh my god, your dick feels so good.

You have me so wet right now.

I want to wrap my mouth around your cock right now.

I want you to go down on me until every part of my body is shaking with pleasure.

Don't believe me? Keep reading. In every module there are techniques that teach you not only what to say but how to say it to trigger different parts of his sexual psychology.

I tend to get a little raunchy, but it's possible to be totally dirty without being graphic. I teach you that, too ;)

Does this mean no more making sweet love?

Absolutely not! So don't fret that sex with your man will only consist of primal copulation devoid of tenderness if you want to make him happy.

In fact, by incorporating these techniques into your sex life, your man will be even more inspired to make sweet and connected love to you than before. By satisfying HIS needs he will become more attuned to satisfying YOUR needs.

Plus, I have some upcoming lessons that are strategically designed to practically have him begging to fulfill even your most tender fantasies.

But I do hope you discover that the primal stuff is something you both enjoy ;)

Now that you have an understanding of what drives his sexual nature, in the next lesson let's focus specifically on the leading "man," a.k.a. his best friend: his penis.