

Sex vs. Friendship – Week 4

What is this week about?

Sex, sex and more sex. Well kind of. It's about how to present yourself as a sexual option, rather than a friend.

I believe that you may get stuck in the friend zone, because you present yourself as a friend to women. The guy who listens to a woman's problems at length, who cuddles with her without ever making a move, who goes to fun places with her but never gets intimate. The guy who never says what he really wants because he's afraid he'll rock the boat and lose her.

Well I am sorry to say but you have already lost her.

If you remember from section one you made a list of boundaries. I want you to go back and look at this list of boundaries. Then I want you to add one more "I will not remain friends with a woman I want to sleep with or date. Even if it means losing her completely.

I know that so many men get frustrated with landing in the friend zone. I typically hear a lot of blame put on the women who are involved in the "friendship". She led me on, she knew what I wanted.

The truth is that the only one keeping you in the friend zone is YOU. If you want to be seen as a sexual, you have to present yourself as a sexual option.

Which means no cuddling unless it leads to more, no listening to her baggage and no excursions unless you are a couple or at least getting intimated.

Just as I was writing this I got an email from Jim, a private coaching client of mine who wrote this:

"Marni, turns out you are right. In fact, a female friend of mine confirmed it as well. If I let a girl know my intentions, it won't be considered creepy if I make a move. But if I approach her pretending to just be friendly (or asking the time, etc.) and then make a move, it's creepy."

It's creepy because it is inconsistent and therefore a threat which signals those female protective shields.

I want you to watch the Girls Night In video for this week. Pay attention when we discuss men who we dump our baggage on and watch how every girl responds. It's really interesting. Great guy friends are awesome! But I

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don't want to sleep with my guy friends UNLESS they take action and move themselves from friend to lover. Feminine caregiver and confident to sexual, masculine lover.

I'm going to tell you a story about a very beautiful friend of mine. Think model and she also has a great personality to match.

This friend lives in New York and on a 1-week trip to Los Angeles was introduced to a guy that she immediately hit it off with. They hung out every day together, flirting, talking, laughing and generally having a blast. He never once fell into the friend zone category. Meaning he touched her, challenged her and never became the shoulder to cry on. BUT he never took it any further.

Then as the last day of her trip was coming my friend started to get really frustrated with the guy. Not frustrated because he was annoying her but frustrated because he was not making a move on her.

As I have said, inaction is a huge turn off for women. Action always equals masculinity.

My friends frustration grew so big that on the last day, when he dropped her off at the airport she stormed out of the car and just left.

All right, not the best behavior for her but I've been there and I understand her frustration. When you are with a man you like you want him to be the man and take action. I don't know any other way to say it than that.

It's probably not politically correct what I just said and I know that women can do something about it too. Most of the time we believe we are just in a very subtle way. BUT if we have to do something aggressive then we feel masculine which takes us out of our feminine role. And if we were out of our feminine space, then you will forever be seen as a wimp or a friend.

So my friend and this guy stayed in touch. My friend still frustrated and him still wanting to be with her. The next time she came to LA she contacted him, had him pick her up from the airport and drive her around LA.

On the final day she was in LA, he drove her back to the airport. She was sitting in the passenger seat stewing thinking to herself "dude, why will you not just kiss me already. What's wrong with me or with you?"

When suddenly he pulled the car over and said I should have done this the last time you were in town but I'm not going to make that mistake again. Then kissed her.

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And my friend kissed him back.

They have been dating for 2 years.

Women respond to masculinity. In fact, they swoon in it. It's what turns us on and what excites us.

You are more than allowed to present yourself as a sexual option. You don't need to cover it up with friendship to make us more comfortable. Because most likely we will become more comfortable. More comfortable, in fact we'll want to cuddle you like a little dolly.

I wanted to tell you 1 more story before I let you dive into the materials for this week.

It's about me and sex. It's also about the difference between needing sex and desire. NOTE: As a man if you NEED sex, women can feel it right away. This is usually what women mean when they say creepy. It's that need for sex.

Desire is totally different. Make sure you watch the Sexual Leader video I have made for you that shows a great example of a confident man that desires a woman rather than needing her.

Woman can feel that difference instantly. It's creepy vs. excitement.

When you desire a woman it means you want her, you know you can have her BUT if you don't have it's okay.

TAKEAWAY POINT OF STORY: Not taking action, not being the leader, not taking the risk, can cause you to miss out on great opportunities. Women want, in fact need you to take the proactive role; if she has to take it she drops out of her feminine role and attraction plummets.

Now onto sex and me.

When I was younger, I was a HUGE prude.

The reason I was a prude was because I had tons of guy friends who would take advantage of women by lying to them to get them into bed.

Now even though these guys never treated me this way, in fact they treated me like a queen, it made me put up a huge barrier towards all men fearing that they would do the same thing to me if I let them. I never wanted to be taken advantage of or seen as a slut or a whore.

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So I became the kissing bandit and made a rule to only kiss men until they proved they really liked me and would never use me.

I basically made men jump through hoops to get any more from me. That was until I went backpacking and met a man who changed it all for me.

A man, who got me to open up in just one night, literally ;-)

I was out with my girlfriends one night in a little town called Byron Bay that was filled with tons of other backpackers from all over the world. We got to this one bar that we loved and planted ourselves in our usual spot when I suddenly spotted this cute blonde guy across the bar.

Now this guy was not overly attractive because of his looks. In fact, this guy was 5 foot 5, super skinny and not my type at all. I found him attractive because of the way that he was acting.

I could tell right away he was the leader of his group and he was ensuring his whole group was having a great time. He didn't focus on girls. In fact, he didn't seem concerned with anyone other than his friends. He was focused on having fun and getting the most out of his evening.

I immediately thought "I want him". So I grabbed my girlfriend and made her come with me so that we could stand near the group and hopefully catch his attention.

5 minutes later. Nothing. I was pissed and felt totally unattractive. Then suddenly he walked by us said something which I can't even remember then went back to enjoying his friends.

I instantly loved him and was extremely turned on. Towards the end of the night, as we were ready to leave, he approached me and we started talking. He offered to walk me back to my hostel, which he happened to be staying at as well and I of course said yes.

We got back to my place, I invited him in and we instantly started kissing and moved our way over to my bed. Then as soon as he tried to go further then kissing I immediately tensed up and got scared.

That's when he did the best thing any guy had ever done with me. He stopped, looked at me and said if you are uncomfortable with anything we're doing I want you to slap my hand and we'll stop immediately. He literally took my hand and slapped his own, Just hearing those words immediately calmed me down and got me to open up liked I've never done before ;-)

That was my first ever one nightstand.

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I hope you can see what this guy subtly said to me when he stopped and made his statement.

First of all he stopped, which meant he was paying attention to me and could read me.

Second, he said we could stop and it would be okay. A needy man would not say that. He most likely would not even stop to check in with me because he would be so eager to have sex he would completely forget about me.

Him stopping and checking in showed me he was a confident masculine man I could feel safe with. Whether it was for one night or eternity.

Here is one of my favorite quotes by Robert E. Lee and gentle-manliness. Notice that Gentleman contains the word gentle in it ;-)

“The power which the strong have over the weak, the magistrate over the unlettered, the experienced over the confiding, even the clever over the silly – the forbearing or inoffensive use of all this power or authority, or the total absence of it when the case admits it, will show the gentleman in plain light.

The gentleman does not needlessly or unnecessarily remind an offender of a wrong he may have committed against him. He can, not only forgive, he can forget; and he strives for that nobleness of self and mildness of character which impart sufficient strength to let the past be the past. A true gentleman of honor feels humbled himself when he cannot help humbling others.” Robert E. Lee

So this week I really want to hammer down on how to interact with women and ask for what you want, rather than covering it up with a false friendship. That leads to misery, resentment and anger.

Why Are We Doing This?

You're doing this because I don't want you sitting on the sidelines anymore watching other men get everything that you want. I want you to be front and center and part of the action.

And that is what this week is all about, taking action and ASKING FOR WHAT YOU WANT.

You remember the GOYB exercise from week 1, I WANT. Where you had to use the words I WANT 5 times per day. Well it's time to take it to another

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level and start telling women what you want. Either with body language, tonality or words.

The only thing that is stopping you from having everything you want is you. You stop yourself from going after what you want because:

1. You may get rejected
2. You think there is a right way to do it and you will do it wrong
3. You are worried you are not being a gentleman

Let's address them in order.

1. You may get rejected. Fine. So what? At least you know and you can move on. Is rejection really that bad?
2. You think there is a right way to do it and you will do it wrong. The only wrong way to do it is by not doing it at all. Indecision is one of the most attractive qualities and we women can feel it.
3. You are worried you are not being a gentleman. What do you think a gentleman is? A man that lets a woman lead and take control at all times. No. A gentleman is someone who is considerate of others. I'm not advising you to walk all over people to get what you want. I'm telling you to go for it and let a woman tell you, on her own accord, how she feels.

It's my job to tell you this: you will not get rejected, you will always do it right and you will still be the wonderful gentleman that I know you are. The only difference will be that you stop holding back and you start going for what you want.

How are we going to do this?

This week, all I want you to do is watch, listen, read and practice. I have a wonderful document called The Specificity Matrix, which will teach you about how to make a woman feel her most feminine. With the use of simple language tweaks you go from friend to lover in under 5 seconds.

I do not have a workbook for you this week, rather a series of videos, audio's and articles for you to read and understand.

Most important is remember to have fun! If you get frustrated write me, if you have a question write me, if you have a success or an "ah-ha" moment write me.

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Don't forget to use the Facebook forum page where you'll find tons more tools and resources plus a community of others just like you.

Enjoy ;-)

Marni

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