

Extatica ®
THE WAY
TO AN
EROTIC, ECSTATIC LOVE LIFE

On the VoiceAmerica 7th Wave Network

Episode #16

Show Title: Seduction and Erotic Escalation

Show Date: February 19, 2014

Guest(s): Susan Bratton

Extatica: The Way to an Erotic, Ecstatic Love Life

2014

Show Description:

This show will definitely heat up your love life!

Susan Bratton, the co-founder and CEO of Personal Life Media, shares a wealth of nitty gritty "how-to's" for seducing your partner, stimulating passion, and then turning up the heat!

Discover how you can keep your physical intimacy getting hotter and hotter and hotter, both in a single lovemaking session, as well as throughout your entire relationship.

Find out:

- How to instantly get your partner to want you immediately, even when they're not in the mood.
- How to fan the flames in the moment, move your partner into grateful erotic surrender, and experience the bliss of becoming one in your passion.
- Step-by-step techniques and erotic communication skills that will make you the best lover ever.
- The difference between how to make a woman or a man go out of their mind in passion when you know these strategies.

If you have a partner, you'll want to listen to this show with them. It may just provide the breakthrough you need to take your sex life to the next level and beyond!

Guest Bio:

Susan Bratton is an advocate for all men who seek to be better lovers — to lead their woman to her sensual potential. She is equally passionate about supporting women's sexual empowerment and fervently believes great personal growth comes from intimate physical connection.

Susan is co-founder and CEO of Personal Life Media, an online publishing company specializing in heart-centered adult sexual education home study programs. She is an award-winning speaker and internationally renowned author of over 1,000 articles on intimacy.

Susan works with her techno-inventor husband, Tim, providing online home study programs for men and couples who want more intimacy and passion. And she has been featured on media outlets as wide-ranging as the New York Times, CNBC and Playboy Radio.

An innovator and change-maker, Susan champions lover's rights for shame-free sexuality and creates tools and techniques that help couples open intimately for more passion.

She comes to this calling from her own personal struggles.

"I was a late-bloomer sexually and didn't understand until my mid-forties what all the hoopla was about. There was no looking back after Tim and I took our first intimacy workshop and we realized that deep and passionate intimacy with our partner is most important thing we can have in our lives after our good health and the love of family and friends."

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Welcome to Extatica: The Way to an Erotic, Ecstatic Love Life. Your host is Ellen Eatough, the Soulful Sex Coach. Our program will take you beyond the sex you have been experiencing and open up a whole new world of intimacy. You've got a lot to learn today, so let's get started. Here is Ellen Eatough.

Ellen Eatough: Are you ready for an ecstatic love life? I am. Today, we're going to explore seduction and erotic escalation. Well, I messed that one up right off the bat. It's seduction and erotic escalation with my guest Susan Bratton, the co-founder and CEO of Personal Life Media. Today, you'll discover how you can keep your physical intimacy getting hotter and hotter and hotter both in a single lovemaking session as well as throughout your entire relationship.

Before I introduce Susan Bratton, I'd like to mention a couple of things. If you're listening to the live show and would like to ask a question or offer a comment, you can do so in two ways: one is you can call in at 866-472-5795 and that number will be given again during the break, and you could also send an email to radioshow@extatica.com and I'll check that during the show. That's radioshow@extatica.com. And just so you know, this email address is only used for the live shows.

Also, the replays of this show and all the Extatica radio shows are available streaming online or as an MP3 download to take you wherever you want to go at extatica.com/show. The downloadable transcripts of the shows are also available at extatica.com/show. I have a gift for my listeners. It's my hour-long audio and e-book called Beyond Orgasm: How to Have a More Deeply Connected Sexual Experience. You'll find it, guess where -- yes, at extatica.com on the homepage or you could go to beyondorgasm.com and get to the same place if you just like typing the word "orgasm."

So now I'd like to introduce my guest, Susan Bratton. Now first, I'll give you her credentials then I'll give you the personal side.

Susan Bratton is an advocate for all men who seek to be better lovers, to lead their women to her sensual potential. She's equally passionate about supporting women's sexual empowerment and fervently believes great personal growth comes from intimate personal connection. Salute to that one. I love the fact that Susan Bratton really wants to help women really be satisfied through teaching men how to satisfy them and bring them to their sexual potential.

Susan is also the co-founder and CEO of Personal Life Media, an online publishing company specializing in heart-centered adult sexual education home study programs. She is an award-winning speaker and internationally renowned author of over 1,000 articles on intimacy. Susan works with her techno-innovator husband, Tim, providing online home study programs for men and couples who want more intimacy and passion. She has been featured on media outlets as wide ranging as in New York Times, CNBC and Playboy Radio.

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An innovator and change maker, Susan champions lover's rights for shame-free sexuality and creates tools and techniques that help couples open intimately for more passion.

Welcome, Susan Bratton.

Susan Bratton: Hello, Ellen Eatough. Very nice to be here today to talk about erotic escalation. That's a tongue-twister for you.

EE: Well, I don't know why. Maybe just because you have such a great voice and I got intimidated.

SB: Maybe thinking about it got your tongue hard.

EE: Ooh, there we go. I think that's my problem because this is unusual for me. But before we get into it, first of all, I'm so delighted to have you here, but I want to just share a little personal introduction and that is that I just met Susan and her husband Tim face to face a week ago at dinner.

Based on the story she's about to tell you, which I already had heard, you would never guess it's about the same couple I sat across from because, first of all, they're just a gorgeous couple. They're not newlywed. They've been together for a time. They've got a teenage daughter. They've been through it. But clearly, sitting across from them, they were in love. They're very sensuous with each other. She's very admiring of him, and he certainly returns that attitude. Sweet glances are passing between them all evening. It's just so delightful to see a couple so clearly in love and now with that sensual sexy vibe subtly passing between them the whole time.

So, Susan, why don't you tell us your story in how you got into this line of work in the first place?

SB: Thanks for the reflection of that, that sweetness that my husband and I share. It's real. It's palpable I think. And I think it's what everyone creates is having that special person; that loves, adores and respects you; that is sweet and soft to you if you're the man and loving and caring and protecting if you're the woman to have that as your partner.

My husband and I, we started out with a great marriage 22 years ago. But over the years, as our careers got busy and we lived our lives together, things became more platonic and my husband was very upset about that. I was at the point where 10 or 11 years into our relationship, I was like I could take or leave it as far as the sex. It was breaking up our marriage.

I said to my husband, "I love you. I just don't feel like I'm in love with you anymore," and that was a very hard conversation to have. He felt very frustrated with me, and we were thinking about getting a divorce. We knew that we might

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trade our partner in on a different model, but it would never be better. We already had a great partnership. Why were we not intimate? What happened to our passion?

We took a lot of workshops, we saw a number of therapists, we read a lot of books, we did a lot of personal growth, and we learned the things that it takes to not only revive our relationship, to re-spark a sex life in a marriage but what it takes for that to keep getting better for the rest of the time you're together.

Since we turned our marriage back on, it's just gotten better and better and better. What we realized were that these are fundamental tools that everyone should have, and that's why we were so in love with each other we started a company together. We'd always done tech companies separately. We went into business together to bring those techniques to as many people around the world who were craving that passion and intimacy and knew that some people had it, how come they didn't? And it really comes down to a series of communication skills, attitudes, frameworks, techniques that allow a couple to stand on a solid platform of intimate connection that keeps getting better.

So that's my story. I'm like the person who lived through it and wants to help others like so many are who are in their different callings.

EE: Yes. Well, it's a wonderful story and people want what you've got. So I just want --

SB: And I want them to have it.

EE: Okay. We're going to give some of it today. So there are a few people already on the line waiting to speak with you. But before we get to them, I just want folks who are on the line to hear that and know that we're going to get to you. But we want to let Susan share a little bit of the information she came to share first.

And Susan, I just want you to know there's something kind of hitting your microphone.

SB: Yeah. How is that? Is that any better?

EE: I believe so.

SB: Okay, great.

EE: Thank you.

SB: Thank you.

EE: So, we all know what seduction is. But can you please explain the idea of erotic escalation so we can know what you mean by that?

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SB: Definitely. So seduction I think is a word that gets a bad rap. I think when people think about seduction, they often think about it as something that they're doing when they're dating. You don't really think about seducing your wife or seducing your husband. You think about seduction I think a lot of times in the construct of dating. You're going to go out and seduce someone in a bar.

Well, in fact, seduction is not manipulative when you think about it as a way to move a person into more and more turn on. And so a lot of times I say that the idea of erotic escalation is seduction. It's moving seduction. It's seducing your partner all the time. I'm going to get in to the four parts of erotic escalation. But essentially, when you think about it, you can think about it being something you're always doing and something that gets hotter and hotter as you do it over time. We'll just start there with the idea of erotic escalation.

EE: Sound good. You want to tell us what those four parts are?

SB: Yeah, definitely. So the very first one -- and we can come back to that -- is called zone theory, and that's essentially how a man likes to be touched versus a woman. So typically, what you'll do is you'll touch your partner the way you want them to touch you instead of knowing how they want to be touched and giving them what they want and them knowing what you want.

EE: Exactly. It's one of those situations where doing unto others as you'd have them do unto you isn't exactly that's more do unto others as they would want you to do unto them. The golden rule has to be flipped a little bit there.

SB: That's exactly right. And then the second one in the four parts of erotic escalation, the second one is increasing intimacy and connection. You have to start with the feeling that you're treasured, that you're held, that you're safe, that you're close, that you can trust that partner. And then the connection starts with touch and proximity.

Then you escalate from there into things that are more sensual and more erotic. You're really becoming very present to your partner. The touch becomes more sensual. The kissing begins. And then you move into okay, now you're actually doing some kind of lovemaking. It could be an erotic massage. It could be an expanded orgasm date. It could be lovemaking. It could be oral sex. It could be a hot make-out. But whatever it is, in that moment, you can also inflame more desire with your partner.

And so it's kind of that elastic-ness of starting out with touch and moving closer and establishing trust and getting that intimacy going and then flaming those fires.

EE: Absolutely. Yummy, yummy. So can you talk about the difference in how men and women like to be seduced or turned on or invited into the process?

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SB: Yeah. And really, that is zone theory. Those are the things that kind of go together. So in zone theory, imagine a bull's-eye. Do you have a picture of a bull's-eye in your mind? You've got the circles and then in the middle is the bull's-eye, right?

EE: Of course.

SB: Well, if you think about it -- and I'm going to speak in generalizations because every person has masculine and feminine characteristics. So when I say man or woman, you could be a woman who is more masculine. It's perfectly fine with me. This is gender elasticity in my mind. I'm just saying man and woman as masculine and feminine, okay?

So in general, a man prefers for you to touch his genitals much sooner than a woman. A woman likes you to start from the outside the periphery, the outer ring, and work your way in. A man is just as happy. Now, I'm not saying men don't like intimacy, they don't like seduction, they don't like to be slowly turned on. They do and I'm a big advocate for taking as much time as you possibly can to make love to your man. However, feel free to touch his penis right away. You can literally sit on his lap and touch his penis and stroke his hair and kiss his face.

EE: And he's good with it.

SB: And he'll love it. But a woman, you just not want to touch her nipples. You don't want to touch her genitals. You want to start with her feet, her thighs, her hands, her face, her hair, her neck before you move into lips, outside of breasts, waist and stomach, inner thighs. And then you want to, as she opens to you, as she shows you and reaches for your touch, you can move into nipples, neck, lips, tongue, genitals in general. And even when you touch a woman's genitals starting from the outside and slowly working your way and never just going right on her clitoris but giving her plenty of time to become engorged and filled with blood.

The zone theory is so important because you know how it's said that women need 20 minutes to warm up, whatever, 20 minutes. Sometimes it's two; sometimes it's two hours. We're different but we need that warm-up time where a man can instantly sometimes have an erection. Well, a woman has as much erectile tissue up inside her and all around the outside of her genitals as a man has in his penis, and it needs to be engorged. It needs to get hard, turgid, filled with blood so that the sensations feel very good to her.

So, genital massage on a woman is a very good thing for you to do as a man once you get to that Zone Theory.

EE: Absolutely. Because so many people think that 20 minutes of foreplay just means 20 minutes of rubbing on the clit. It does not mean that. It's the whole process you've been describing which is we're so lucky that this kind of information

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that has been passed down from Taoist sexual literature and so forth which I'm sure you're aware of.

So we just have a minute or so before break and everybody who's on the call waiting to speak with you, I just want to tell you that we'll get to you after the break here. But just tell us, what is the thing that comes next?

SB: Yeah, absolutely. So when you're starting out to -- let's just say that you're in Zone Theory and you've given her a foot rub and then you're stroking her body and kind of awakening her sensual grid with your hands. She might be cupping your penis and kissing you -- a man likes a wet kiss. He's giving you some testosterone when he's kissing you like that. You're maybe rubbing the favorite part of his body. If he likes his biceps or shoulders or he's particularly proud of his flat abdomen, you're really touching him and awakening that.

But then you're moving into this kind of next level, this increased intimacy and connection where maybe as a woman she wants to be held very tightly and relax in your arms, or as a man maybe he wants you to take your clothes off and let him look at your beautiful nude body, or maybe he wants to look at you in the eyes and you want to look at him in the eyes and just get really close and talk for a minute. That's what comes next is that kind of dropping in with each other and connecting with each other as the second level of erotic escalation.

EE: Excellent. Okay. So it's time to take a short break. When we come back, we're going to let some of the people that are calling in ask you their questions. You're listening to Extatica. This is Ellen Eatough with my guest, Susan Bratton. When we come back, we're going to explore even deeper into seduction and erotic escalation.

[Commercial Break]

This is Extatica: The Way to an Erotic, Ecstatic Love Life. Do you have questions or comments for Ellen Eatough or her guests? Call in live at 1-866-472-5795 or send an email to radioshow@extatica.com. Now back to the program.

EE: Welcome back. This is Ellen Eatough on Extatica with Susan Bratton discussing seduction and erotic escalation.

I want to mention something that you might have heard on the break. It's about my music for lovemaking infused with Auditory Pheromones. So if your sexual challenges include low libido, cultural inhibitions that are kind of holding you back, perhaps feeling a bit out of sync with your partner or difficulty with female orgasm, you'll be interested to know that customers who play this music in the background while making love report enhanced libido and arousal rates, deeper intimacy, easier orgasms and often multiple orgasms for women for the first time, release of cultural or religious inhibitions for greater spontaneity, easier communication about sexual needs and desire, and often even a sense of spiritual union. So to learn more, go to musicforbettersex.com.

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Okay. So, we have a number of people on the line waiting to talk with you Susan. So we're going to start with the first one who called in, James from San Rafael.

Hi, James. You're right around the corner.

[Calling in] James: Yes, I could be. I really don't have a question. I'm just so thrilled to have you in the neighborhood. I've had your 4 Keys to Ecstasy for some years and it included a very enriched audio. Thank you very much.

EE: Yes, included the music with Auditory Pheromones. Great. So you don't have a question for Susan Bratton?

James: No, I don't. I'm a follower of Susan as well. I feel I'm in good hands.

EE: Yes, you are.

SB: Thank you, James.

EE: James, thank you so much for calling and for mentioning that you're happy with your program, the 4 Keys to Sexual Ecstasy, which has the Music For Better Sex in it with the Auditory Pheromones.

James: Yes, it does. I may have lost some of the CDs. You'll be hearing from me soon if that's the case.

EE: Okay, we'll get it to you. Thank you, James. Okay. Let's try Jay from Iowa.

[Calling in] Jay: This is Jay.

EE: Hello, Jay. Great. Hi, Jay. Welcome. This is Ellen and Susan is here.

SB: Hi, Jay.

EE: Do you have a question?

Jay: Well, I really didn't have a question but I will tell you, I follow Susan's emails and I really like her stuff and it's helped a lot with us.

SB: Oh, thank you so much. That really means a lot to me.

Jay: Especially the avocado oil.

SB: Oh, I love the avocado oil. Great. Are you using lots and lots of it?

Jay: Yes.

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SB: Yeah, isn't that nice? Yeah. What Jay is talking about, Ellen, is remember I was talking earlier about engorgement and about really getting all that erectile tissue warmed up? Well, I went through every lube and oil and in the course of a couple of years trying so many things, I really stuck on this organic avocado oil. I personally buy it at amazon.com but you can get it -- it's literally oil you can make salad dressing from. They even carry it at Costco now.

It's really, really a nice oil -- texture, consistency -- for genital massage. Anything that you could eat in a salad, you could just wipe it right off and there's no odor and it's wonderful. So you can bounce back and forth from oral pleasuring to manual pleasuring. It's just a great oil. And then you're not putting chemicals on your genitals. So many of these lubes and things, they are just yucky, all the parabens and all the awful things that are in them, silicone and petroleum and God knows what and they're in plastic. That's what Jay is talking about is that organic avocado oil that I recommend all the time.

EE: Yeah, it's a beautiful oil. By the way, if you are using oils, and also coconut oil is a great one too. It comes a little bit firm but it warms up and melts right in your hands or on your body. You might want to throw down a beach towel.

You know what's a great bed protector is a crib sheet. Lengthwise, it's about the width of a queen size bed. You can put down one or two of those. And if you don't like the surface of it, you can throw a beach towel over that because that's got a waterproof plastic or a rubber layer in the middle so that moisture and if a woman is ejaculating profusely, it's just not going to go through to your bed sheet. So then you can throw everything on the floor and your bed is all nice and dry and cuddly, and then you don't stain your sheets with the avocado oil.

SB: Exactly.

EE: So right now, those who are on the line seem to have been quiet at the moment. But if you'd like to call in now and ask a question or make a comment, you can do so at 866-472-5795. And this time we'll be able to take your call much more quickly.

So let's get back to the whole idea of seduction and erotic escalation. I keep tripping up on that one. I keep picturing an escalator in a shopping mall. So in a moment we'll talk about increasing desire while you're having sex. But before we get to that, I'd like to ask you a couple of other things. You say this information can help you instantly get him or her to want you immediately even when they're not in the mood. So how do you do that?

SB: Well, it's exactly what I was talking about earlier, which is Zone Theory. If your partner is tired or they've had a long day or they're stressed at work or they've been home all day taking care of the kids or they feel like, "Oh, my gosh! Sex is just one more thing on my to-do list," that's not a great place to be in a relationship. And it happens to all of us at some point or another.

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But what I have found is that in general, everyone would love to have more sex than they're having, if life didn't get in the way. Even if you think your wife is a completely frigid shutdown, probably a lesbian by now. You know what I mean? A lot of guys think it's *[indiscernible]*.

EE: You switched teams in the middle of our marriage?

SB: Exactly.

EE: Because it does happen.

SB: Not that much.

EE: Not that often, no.

SB: But chances are she's not a lesbian. So what I recommend is that you just make a smaller offer to your partner. So instead of thinking, "Hey, do you want to have sex?" "No, I don't want to have sex," that's not a conversation that's productive. A better conversation that's more productive and is actually what we teach in one of our online home study courses is called The Seduction Trilogy. There are some techniques that work very well in seduction, both if you are single and if you've been married to your partner for 50 years, it works just as well, and that is the concept of running a menu of small offers to your partner.

So if you're feeling like the high desire partner and you know that your lover is busy, tired, what have you, asking for sex isn't the best idea but making smaller offers is.

Going back to Zone Theory, you could certainly say to your woman, "Hey, I know you might not be up for sex tonight, but I would love to give you a foot rub," or "I'd love to give you a genital massage," or "Maybe I could just hold you on the sofa while we watch television and just snuggle with you a bit," or "Hey, do you want to go take a bath together and relax and I'll get you a glass of chardonnay?"

Running a menu is going to drive your win rate through the roof because you're going to hit on something much smaller that she can be a yes to. And if she's not ready to go all the way, just often getting her started, getting her relaxed and in her body, the same with your husband, if he's the low desire partner, finding out what it is that's going to make him feel really good. Maybe it's you just giving him a full body massage with your body. Maybe it's just having him lie down on the bed and you squirt that coconut oil all over your breast and your belly and your thighs and you just get on him and give yourself a little ride. Pretend you're a little snake and your slithering on him or you're a little dolphin and you just give him a little water ride.

EE: What man can resist that?

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SB: That's what I'm talking about. Now that's not a full offer for sex, but that's certainly something that's going to get your partner in the mood. And if they still have a headache or they just want to go to sleep, just wipe them off with that big beach towel, wipe yourself off and snuggle up and go to bed. But you've at least moved the needle. You've gotten some intimacy going. That's erotic escalation.

EE: That's excellent. And it's really important because I know that you do say this, but to really emphasize that this has to be done without an agenda of sex because if you're offering that foot massage or that cuddle next to the television, it's got to be genuine, that you're willing to offer something that may not have a return on your investment yet and be satisfied with that just as you expressed that.

SB: Right, exactly. If you have an agenda, she's going to know or he's going to know. You've got to be altruistic in your approach.

EE: And sometimes for women, I know it can be that sort of an invitation.

There's a great story. I know a man who said that he was busy working in his home office and he was on this business call. His woman had already indicated she was interested in sex, but he was just really busy and his mind was elsewhere. And then he looks up and she's walking across the room in a little short negligee and spike heels. She didn't even look at him. She just walked past him and she heard him say, "Something's come up. I got to go." He just hung up and he was on it. He was on her trail.

It's just like for men, as you know, the visual invitation may be all that they need, like letting your blouse come a little bit unbuttoned when you lean over to give them that cup of coffee or a glass of wine or inconspicuously but conspicuously bending over to get something out of the kitchen covered with your butt up in the air where he can avoid it.

SB: Exactly.

EE: This kind of things may get him interested when he didn't know he was going in that direction. So what do you suggest if your partner is rarely or never in the mood?

SB: Oh, yeah. So I have an entire online home study course called Revive Her Drive that works just as well for men who are the low desire partner. If your partner is not in the mood, there are some -- here's how it works. Desire is your life force and it gets covered up by pain and upset and emotional issues. So if your partner is not in the mood, there is some pain present. There are some resistance issues. Sometimes it's cultural shame. You talked about that with Music for Better Sex, which I listened to the other night while we were making love and I loved it. It's this beautiful combination of like it sounds like music you're really familiar with but not tired of.

EE: Oh, good.

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SB: And it goes away in the background and then it comes back and you're like, "Oh, that's really nice," and then it goes away again. It's this most lovely kind of audio experience that definitely puts you in a trance state. I was amazed at how -- I'm a highly suggestible person and along those lines, I'm very auditorially connected in my theta state. Sound is very good. I like erotic conversations. I like to hear moaning. So music to me while I'm making love I want it 99% of the time and I really enjoyed it.

So, thank you for designing that. I have always wanted something like that and there are a lot of people who are auditory in their theta state, at least a third of us are. Boy, for those people too especially, it's just incredibly powerful, so I love that.

EE: Glad to hear it. Thank you for sharing that.

SB: Yeah. And it's the kind of thing that you can listen to over and over and over again. It's just that perfect kind of background -- sensual, there's momentum in it, which I really liked.

So if your partner is consistently not wanting to make love to you and you've tried Ellen's music, there's something --

EE: And you've already tried what you've described.

SB: Revive Her Drive?

EE: I mean is this for people who have already tried some of the things you've been discussing today?

SB: Well, yes. In general, these are people who have given up. They have tried everything and nothing has worked. They think there's something broken with their partner or something fundamentally wrong. In reality, there's something inside there that's problematic. It could be past abuse. It could be social programming, religious upbringing. There could be weight issues. There could be pain problems. It could be that the partner is not meeting their needs and they're angry. It could be that they are just going through something.

There are a lot of reasons, but what you have to do is essentially get to the heart of the problem. You have to find the resistance issues and overcome them, work around them, find some compromises. At the same time, when a couple is with a person who is low desire, high desire, they're usually trying to get sex, get sex, get sex, get sex and they get pissed instead of stopping and dropping and regrouping and saying, "Okay, this isn't working. But I'm not going to get mad and I'm not going to give up. I've got to back to square one. I have to romance my partner. I have to meet their needs and figure out what their issues are. I have to help them with their resistance issues and then I need to move into some sensual connection." It's erotic escalation, right? You start with Zone Theory.

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What I have noticed over and over again is that -- and I primarily work with men whose wives don't want to sleep with them anymore. There are a big lot of them. And so what I find is that those men haven't stopped trying to get sex from a foot rub, just like you were --

EE: Exactly. My view often is that it's -- even menopause often it's not that she really doesn't have desire for sex if the opportunity or the stimulation wasn't there. It's just that if she hasn't been getting great sex all along with her partner, then it's a great excuse to get out of the system.

SB: It's just an excuse. Menopause for the large majority of women is a new lease on their sexual life. A woman's sex life starts at 50 in many cases frankly. They have the time. Their kids are moving away. They don't have as big of an issue around their body image. They don't expect themselves to be perfect anymore. They're more dropped into who they are and more comfortable with who they are. They don't have a period to worry about anymore. As long as they can get over that, get over the hill of the estrogen drop with estrogen cream or estrogen replacement therapy or whatever might be right for them in their personal situation and lots of lube, boy, it's the hottest sex you can imagine. I personally feel like men don't even get good in bed till they're in their 60s.

EE: Oh, so true.

SB: The second half of your life is where sex gets really, really good.

EE: So to point this out then, men, pay attention to what she's been saying and is going to say after we take another break because really if a woman just feels like you're trying to get it from them, it's going down the drain. But if you can come from the perspective that Susan has so eloquently been addressing -- and women the same. If your husband or your partner is low in the libido realm, if he's got all his energy going toward work or even health issues sometimes --

SB: Or check his testosterone.

EE: Yeah, yeah. So these are things that can help really revive your sex life. So we're going to talk more about this when we come back from our last break. This is Ellen Eatough with Susan Bratton on Extatica.

[Commercial Break]

This is Extatica: The Way to an Erotic, Ecstatic Love Life. Do you have questions or comments for Ellen Eatough or her guests? Call in live at 1-866-472-5795 or send an email to radioshow@extatica.com. Now back to the program.

EE: Welcome back. This is Ellen Eatough with Susan Bratton, and we're exploring seduction and erotic escalation.

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By the way, Susan Bratton's website is personallifemedia.com. She's mentioned The Seduction Trilogy a couple of times. So maybe I should just give you a moment to -- well, I'll tell you what. Why don't you go ahead and take the moment, Susan, and tell us what's in that?

SB: Oh, sure.

EE: And we're going to tell you how to get it, by the way, folks. So, that's what I'm having her tell you.

SB: Yeah. As a matter of fact, I have a special URL for Ellen where you'll get a free e-book called More Sex More Often. And that really explains this running her menu of small offers or running him a menu of small offers. You can get that by going to trustyclick.com/ellen. And then you'll get that book for free on that website.

The Seduction Trilogy is essentially a system that teaches you how to be ever in seduction with your partner so that you cannot fall off the cliff as far as your intimacy, not end up in a platonic relationship or bring back a platonic relationship to a very sexual, passionate, erotic, loving relationship that keeps getting hotter because this particular strategy, it's essentially a strategy for seduction. That's what's in it and it teaches you how to do it. It's super simple. It explains exactly what to do and how you'll know exactly the right small offers to make at any given moment so that your partner is constantly a yes to you.

So it takes out that rejection. It takes out the feeling of failure. It's just kind of this proven simple system that literally works as well with your partner as it does with your boss or peers at work or your kids. It's a communication strategy. It's kind of like giving people multiple choice, but it teaches you exactly how to do it very powerfully so that people -- it's a lot like when you go, "Hey, I wonder if I can make you a couple of offers," and they're like, "Yeah, what do you have?" Sometimes even in my relationship with Tim now, I'm like, "Run me a menu, babe. What do you have in mind? Give me some ideas."

EE: Oh, run me a menu. What a great line. I love this idea of small offers because it gets you and your partner into the yes mode. I just love that concept.

SB: It's a dopamine hit too every single time because it's like shopping and gambling. It's like hitting the button on the doggie food or whatever. It's like each time you get a little jolt of hormones that make you feel good about yourself and your partner by having that multiple choice, the menu of small offers.

EE: You get the three red apples on the slot machine.

SB: Exactly. Or a red one, a green one and a yellow one and you can have whichever one you want. I'll take all three. Not only am I a yes; I'm a yes, yes, yes.

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EE: Love it. And just so you know, it's trustyclick.com/ellen, and there's no www before it. Just put in <http://trustyclick.com/ellen> .

Alrighty. So back to what we were discussing before the break. How do these strategies and skills and the seduction you're talking about work on a day-to-day basis to keep your entire relationship more passionate, not just when you're having sex or even planning to have sex?

SB: Yeah. That comes into the kind of the increased intimacy and connection. How can you be in erotic and sensual pleasure with your partner 24/7? How can you live a life of turn-on? How can you always be full of zest and desire?

EE: It's just so much more fun to live that way.

SB: If you live in turn-on, exactly. So some of those things, and I'll give you some examples of things that women like and some of those things that men like. So a woman really likes it and remember again, gender elasticity, right? It's the idea that if you are the feminine in your relationship, one of the things that makes a woman feel more womanly is when the masculine, when the man claims her. So let's just say --

EE: Yeah, why do you think romance novels are so popular? That's the fantasy right there.

SB: Yeah. It really is. And so like when you are walking through a door, you get the door for her and as she walks through it, you put your hand on the small of her back and guide her through. When you're driving together in a car and she's sitting next to you and you're driving, put your hand on her thigh and press it firmly and hold her. These are the things that make a woman feel held and safe and secure.

EE: Absolutely. I just want to interject something because I think it's so important to recognize in this day and age, when women are often very high-powered business women or very strong in their profession in whatever realm they're working and men often think that "Oh, she's so strong. She doesn't need me to do that." But I'll tell you so many women really no matter how strong they are in the outward environment, very often, more often than not, what they want more than anything in the bedroom is to be able to let go and let somebody else run the show.

SB: Absolutely. Another one like that is just taking the back of your finger and stroking her cheek with it. Just stroke her cheek with your finger. Kiss her eyelids. Stroke and smooth her hair. These are very primal expressions of "I love you," "I desire you," "I've got you."

EE: Women on the phone, women who are on this call listening right now are all going, "Yes, yes, yes, I want my guy to do that."

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SB: Yeah. And here's another one. This is my patented "Best Hug in the World." What happens when a man holds a woman is that the minute she relaxes, he lets her go like, okay, she's relaxed. What the Best Hug in the World is is you're lying down in bed together or on the sofa, and you're holding her in your arms. You're aligned. Maybe she's on top of you, slightly to the side of you. You have your arms around her and you are holding her. Maybe just starting at her waist and you're pulling her close to you. She has her head on your shoulder and your neck or your arm, your chest, and she just relaxes and relaxes.

As she relaxes, you're actually pulling her slightly closer and moving your arms up. You're almost squeezing her like a snake from the bottom to the top. You're very slowly just letting her relax more and more and more and more and letting those really deep breaths come out. Just letting her go and not letting her go into relaxation but not letting her go with your arms.

Literally, you say to her, "I'm not going to let you go until you ask me to. So just relax in my arms. I've got you and I'm going to hold you. If it's too tight, I'll loosen up, but I'm not going to let you go. Relax." And when you hold her for five or ten minutes in that way that allows her to completely relax in your arms, she feels held by you in a way that is literally orgasmic. When you move your arms up and squeeze her slowly, you will ultimately -- if she is a pretty orgasmic woman and over time all women can get to be very orgasmic, you will actually be squeezing orgasmic release out of her.

It's a very nice hug. It's called the Best Hug in the World, and you can read about it at personallifemedia.com in case you want to know all the specifics. Guys like it play by play.

EE: By the way, once you're on personallifemedia.com, be sure and check out Susan's blog because she is just a font of information. Sign up for whatever she's got there because you're going to want to get her emails that are just rich with content every day.

SB: Thank you so much. Yes. So I just wanted to give you maybe a couple of quick ones for men, what can a woman do for a man. So men really like it when you look them in the eyes. There's something about meeting their gaze that is very important to them. They want to see your naked body. They don't look at the flaws. They don't see the flaws. You need to just zip your lip about your body, and you just need to let him look at it and feel beautiful and get over yourself.

Yeah, I'm yelling at you because to deprive a man of seeing your beautiful nude body is really a sad thing. So that's important. Men, of course, you said this earlier, Ellen, wear silky lingerie and high heels and prance around the house. Let him feel your love handles, your muffin-top, your breasts. Let him play with your boobies. He loves them.

EE: Unrestricted access.

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SB: Unrestricted access to your boobies, exactly. You can play with them as much as you want. Those are the kinds of things that really increase intimate connection for a man in a way that getting that hug or claiming you or stroking your cheek or hair. It does that same thing for him in his way.

EE: Beautiful advice. Wonderful. Thank you. So, now let's talk about the sensual and erotic components of erotic escalation.

SB: Yeah. So sensual and erotic gets a little bit sexier. Here are a few. Gather the hair in the back of her neck, run your fingers up the back of her neck and grab the hair and the nape of her neck and pull her to you and kiss her on the forehead, on the nose, on her cheeks, on her eyelids, and then let her go, called a "catch and release." She'll start running after you.

EE: That's great.

SB: Stroke her thighs from the knee to the hip, long smooth flat hands. Kiss and bite the side of her neck. There's erectile tissue in there.

EE: Oh, that explains that response we get when they kiss us underneath the neck.

SB: Absolutely. For the man, he would really like that dolphin move I talked about. He would like squeezing your butt and your breasts. He would like when you surrender to him. He would like you to lie down on the bed and let him hold you down and kiss you. That would be very erotic for him and put him in his masculine. So those are some of the things that a man would really like. He wants to dominate you a little. He wants your surrender. Those are the things that really increase that polarity for him.

EE: So now we get to increasing the desire in that moment while you're actually having sex. How do you fan the flames to make sex even hotter once you're going for it?

SB: Yeah. So, one of them is moaning, making sounds, erotic conversations. So there's dirty talk.

EE: Yeah, feedback.

SB: Yeah, it is feedback. There's dirty talk and there's also erotic conversation. Dirty talk is when you're role-playing. There's different kinds of sex. There's like we're in a trance state and we're getting off on each other. We're in bliss and rapture. We're playing daddy's little bad girl. There's lots of different kinds of sexual experiences that you can create. So when you're in the moment, the dirty talk or the erotic talk should really go along with that.

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The other thing is moaning and appreciation and just any sounds that you can make are very, very good at fanning the flames.

Also, get those hands moving. Rub and down each other's bodies. Don't forget kissing really like good hot make-outs. Those are very important. So is really accelerating the number of variety of things you're doing while you're making love. So not just thinking about missionary position but also doing things like oral sex, positions in different places, just trying a lot of new things all the time; those are very important for fanning the flames. That's really the best thing that you can do is more touch, more variety of ideas and more audio. Those three things will get it hotter and hotter and hotter during lovemaking.

EE: That's so great. And you know what? If people could just remember how it was before they were actually having sex, when they were making out or maybe getting into that what they used to call petting, that kind of kissing, you could just kiss for hours and stroke each other's bodies when you knew you weren't going to get to homerun, to home base. And going back to that is where there is so much pleasure and eroticism and heat. So don't let up of that just you've been together for a long time and are able to have the full access so to speak.

SB: Exactly.

EE: Yeah. So this has been so wonderful.

SB: Thank you.

EE: I know that everyone wants what you've got. You've been so generous in sharing so much wonderful advice and detail about steps people can take to bring more eroticism into their whole relationship as well as heating things up as you're approaching sexuality or approaching -- even when you're in bed together. You have so much more to offer, and I want people to know that she really does have a lot more to offer in your emails but also in your products and programs.

So let's reiterate that you've got this free e-book and to get that and to see The Seduction Trilogy, you go <http://trustyclick.com/ellen> . The transcript for this, if you missed anything, is at <http://extatica.com/show> . Check out Susan's website, Personal Life Media: <http://personallifemedia.com/>

Susan Bratton, thank you so much for everything you've shared with us today.

SB: My pleasure. Thanks so much, Ellen.

EE: It's just wonderful to have you here.

And thank you all for listening to Extatica. This is Ellen Eatough in support of you having an erotic, ecstatic love life.

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