



THE *Language* OF
LUST

Cover Photo By [LyndaSanchez](#)

How to Trigger Her Sexual Hot Button (and it's not what you think!)

I can guess by reading that headline you have visions of the female anatomy dancing through your imagination. What I'm talking about here has nothing to do with places below the waistline... it's about tickling the space between her ears

I like to say sex happens in the body but ***eroticism happens in the mind.*** And with women, unlocking her sexual imagination is the most powerful component to physical intimacy. Frankly, it is what will make her think of you as the best she's ever had.

Knowing how to turn her on with words is how you go from being so-so to Sexual Superhero.

There are two core emotional triggers that women have...

- 1/ She wants to feel sexually irresistible
- 2/ She wants to feel adored

Now, don't worry, they do give you plenty of advice about mastering the other "button" in my program Language of Lust (big hint: stop

thinking of it as a button). Let's face it, technique is certainly part of the equation.

However, the first piece of your sexual technique is what you say and how you make her feel.

Pretty much every woman you meet carries some degree of anxiety about her sexuality and her looks. Because in our culture, women are taught from a young age that their sexuality is shameful, only to be shared in very specific ways, not to be explored, and something they will be judged about. And everywhere she looks, she is told her value is based on her physical appearance.

Yes, even the most sexually confident woman can have residual fear around how she shares her body and who she shares it with. And how she looks sharing it.

That is why it's so incredibly important for you to make her feel safe to unleash her inner sex Goddess.

You start to create that safe place for her to relax and connect through the language you engage her with.



Hot Button Phrases

The easiest place to start is with a few specific phrases. I find these are great to send as text messages but they work well face to face, too.

If you aren't in the habit of saying these types of things, I think starting out rated PG is your best bet. You can always take it more explicit later.

- 1/ You have me so turned on just thinking of you.
- 2/ Your body is so beautiful, I love exploring every inch.
- 3/ What are you doing to me? I can't stop thinking about you.

- 4/ Damn, I am one lucky man.
- 5/ You turn me on like no other woman.
- 6/ I love how much pleasure you give me.
- 7/ You feel so amazing, you know that right?
- 8/ I find you completely irresistible.
- 9/ You have me crazy with desire for you.

And these are just a few examples. If you are ready to totally tap into her sexual imagination, be the Sex God of her dreams, and make her addicted to you, check out this quick video they have put together.

Be a Gentleman in the Streets and a Casanova in the Sheets

I get it. You are in a tough spot. You love women and want to treat them right (your mama taught you well after all)...and yet the last thing you want is to be that boring "nice guy" who fails to win her heart (or get her off)

I'm here to tell you that it's possible to be both a gentleman AND get the girl. And prove you are a total rock star in bed in the process.

How you do this is combining by confident language with your good manners...and a strong dose of naughtiness.

Yes, you can thrill her from her hair down to her

toenails by boldly stating just how bad you want her.

How much she turns you on.

- 1/ Why sex with her is absolute heaven on earth.
- 2/ Without crossing a line or being offensive.
- 3/ Never coming across like a wimp.
- 4/ ...or sounding like a cheesy romance novel.

Why Words Work

My friend Lawrence Lanoff, author of *The Language of Lust*, likes to say "**sex happens in the body, eroticism happens in the mind**". And it's true.

Language is your way in to her mind and into her emotions. Words stimulate the imagination and create a space to explore fantasies. Language is the ultimate sexuality hack.

Understanding the basic principle behind the language of lust means you don't need to know what she likes or what she doesn't like. There are universal truths that are basically guaranteed to work on any woman if you do them right.

Here's the deal.....nothing makes a woman feel more sexy than knowing how turned on she is making you. Verbalizing your desire validates her and in turn, makes her desire you more.

And when you confidently tell her how she's affecting you and give her permission to be sexually uninhibited, you elevate your sexual status to Rock Star in her eyes.

Winning Phrases to Use

Women like to feel adored.....and they also love knowing that just their very essence fills you to the brim with desire. And sure, that sounds a little like sexual objectification. Yet when done the right way, won't offend her. I promise.



Tell her things like...

1/ Good lord you are sexy. Do you have any idea

how much you turn me on?

2/ My body is tingling all over thinking about what I'm going to do to you when I see you tonight.

3/ Thoughts of you have me so distracted today. I'm thinking of so many deliciously naughty things...

She also wants to know you are tuned in to her needs, likes, and preferences. You show her that her experience matters by confidently asking questions to engage her imagination and share with you.

1/ What does it feel like when you are really humming with desire?

2/ What are some things that really turn you on?

3/ Have you ever been surprised by something that turned you on?

Lawrence shares a ton of Winning Phrases to use along with the dangerous Failing Phrases to avoid at all costs in his program.

Listen, there is a plethora of bad advice out there for guys like you. Some of it downright slimy, manipulative, and unethical. A smart guy knows there has to be a better way. Check out this page my friend Lawrence put together for men like you.

