

# **X & Y COMMUNICATIONS**

**Deserve What You Want And Never, Ever Settle**

## **2009 International Media Kit**

*"If you are like me, you already sense that you've just got to BE the best partner possible in order to GET the best partner possible. Otherwise, the only real-world alternative (at best) is to 'settle' for a partner who disappoints you--and vice-versa. Millions of people live this kind of unhappy existence, drowning in pornography or soap operas in a weak attempt to vicariously live a dream that they have squandered. Knowing that real fulfillment is possible in a relationship, my passion is to help you make sure you are not one of the untold masses who 'settle'."*

-- Scot McKay, founder of X & Y Communications

### **ABOUT X & Y COMMUNICATIONS**

Sure, there's a lot of advice out there coming from any number of "dating gurus". While there's plenty of good information to be found, much of it seems to focus on the negative aspects of dating. It's hard to find a book about dating that doesn't tell us to "get over bad relationships", "accept that rejection is part of life" and / or the ever-popular "stop being picky".

At **X & Y Communications**, there's a more positive focus. Call it "character-based attraction and seduction". Instead of learning to deal with bad relationships and / or a high percentage of rejection, we empower you to go about minimizing (if not eliminating) having to do so at all. That's what the concept of "deserving what you want is all about"--becoming the most attractive man or woman you can be. When you start acting on that principle, your dating life becomes vastly more enjoyable and your options infinitely more desirable.

Quality is much more important than quantity. There are plenty of resources out there designed to help you "pick up" and perhaps have sex with as many people as possible. While we're sure those tactics work, we're more interested in helping you learn to attract the highest quality long-term mate possible. After all, the very sharpest of those potential mates would never, ever let themselves fall into the trap of pure "seduction" tactics.

It's rare to find such a focus in the world of dating advice, yet our research demonstrates that most single adults would much rather find one amazing life partner than an endless string of one night stands. If that describes you, you've finally found someone else who "gets it".

Interestingly, **X & Y Communications** is also one of relatively few dating consultancies out there that speaks to both men and women. We can do this because we have no need to keep secrets from the opposite gender (whichever gender that is). Men who are successful with women could use a world full of more women who are successful with men, couldn't they? And the opposite is equally true. So talking together about what can make that a reality is a two-way conversation, as it should be!

Another unique aspect of who we are is, well, *who we are*. We believe that since most of us in this world aren't exactly God's gift to Brad Pitt and Angelina Jolie, information about dating success is always more poignant when coming from people who once lived through normal, typical dating difficulties.

When an average, ordinary person achieves success in the dating world that is wildly and extraordinarily *above* "average", that's when we can know there is something valuable there to be applied to our own lives. We've got just such a track record here at **X & Y Communications**. And it's this down-to-earth approach that earns the trust of 1-on-1 coaching clients worldwide.

Groundbreaking topics and fresh content are a must. That's why **X & Y Communications** produced the world's first program outlining dating advantages for men of shorter stature. Similarly, [Cook For Your Date](#) is the world's first complete toolkit for making a perfect dinner for two happen at home. [How To Manage Your Wildly Successful Dating Life](#) is the first book ever written for people who are *already successful* at dating.

Nobody gives out more FREE stuff, either. From a weekly newsletter, to an 8-part mini-course for new subscribers and the e-booklet [Get What You Deserve](#); we extend to our readers and listeners some of our best material at absolutely no charge. That holds true for our five different [podcast shows](#) also. You can [subscribe](#) to any or all of them for free. Most recently, a Facebook group called [Free Stuff From Scot And Emily](#) was launched to over 1000 eager members.

If you're ready for a classier, more civilized approach to dating and relationships, then you've come to the right place. Yet, you can still count on the unique, humorous and decidedly edgy flair that has earned **X & Y Communications** a spot in the hearts of **over 50,000 people** worldwide.

*"I've been in the field of psychotherapy and consulting for 55 years. I have just met Scot recently but he is the most genuine, creative, likeable and successful person I've ever met in the coaching field. I can't wait to talk to him again."*

-- Homer McDonald ([www.stopyourdivorce.com](http://www.stopyourdivorce.com))

## MEET THE FOUNDERS OF X & Y COMMUNICATIONS



### Scot McKay

**X & Y Communications** was founded by Scot McKay in San Antonio, Texas in 2005.

Scot graduated from Messiah College in Grantham, PA in 1988 with a Bachelor of Arts in Education, with a concentration on psychology. From there, he did post-graduate work on counseling while on staff with Young Life, an organization which specializes in life-coaching for teens and young adults. A highlight of his tenure with Young Life was his particularly effective work with "at risk" kids in Yuma, AZ.

After a difficult divorce years later, Scot heard from virtually everyone that "it wasn't his fault" and that "there was nothing he could have done" to have been a better husband. Not accepting the victim's mindset, he adopted an attitude of continuous research into exactly what it is that attracts men and women to one another, and--more importantly--what keeps them together for years. What's more, Scot wanted to unlock the secrets regarding what it takes to deserve what one wants from a partner instead of settling for less.

In other words, what exactly *is* a "healthy and fulfilling relationship", and what makes it happen?

This research has been ongoing for over six years to date, and has literally been a life-changer for him. The findings have been profound and meaningful--ultimately culminating in a wonderful relationship with his bride Emily (see below). As such, Scot has gone back to his roots after a successful career in the IT world as a high-level manager of multi-million dollar accounts for such companies as Lucent Technologies and Extreme Networks...and **X & Y Communications** is here to stay.

Scot's newsletter, podcasts and social media presence have a significant global reach. Scot has been ranked among the Top 100 Twitter users in the world by [Grader.com](http://Grader.com).

*"If you're already good with women, listening to what my friend has to say just once will improve your game significantly."*

-- David DeAngelo ([www.doubleyourdating.com](http://www.doubleyourdating.com))



## Emily McKay

Emily McKay joined X & Y in May 2006 as co-host of the ***X & Y On The Fly*** podcast series. She and Scot were married December of 2006, and reside in San Antonio. She gave birth to their first child together, Scot Jr., in November of 2007.

Emily brings a wealth of wisdom, experience, and positive personal energy to the team. Having been a single mother who bounced back from divorce and now deserves what she wants, she is at your service as a resident dating consultant.

It's certainly no coincidence that Scot asked Emily to marry him after seven months of dating, and the couple looks forward to an exciting future together.

Emily exemplifies how **X & Y Communications** exists entirely to help you become the best you can be when it comes to dating and relationships--without having to learn and/or do things the "hard way". It doesn't matter if you are young or old, as yet unmarried, married, divorced or widowed. **X & Y Communications** can help you maximize your success in preparing for and eventually realizing the ultimate in relationships with a significant other.

Emily's [Keys To Bliss](#) newsletter is read by thousands of women all over the world. She just finished her first book, titled Letters From Friends, and has produced the [Click With Him](#) and [Attraction Makeover](#) programs. Her [Keys To Bliss Membership Site](#), launched in December of 2008, has already proven quite popular with women across a variety of demographics.

Most recently, Emily was selected to be featured in the "Social Media Divas" pinup calendar produced by [WomenWhoRuleTheWorld.com](#). Like Scot, she is a popular figure in the world of social networking, her profile ranking in the Top 50 worldwide by [Grader.com](#).

*"If you're tired of being single and you feel like NOW IS THE TIME to get yourself 'back out there' and finally meet a good man who is going to be a great partner, then you NEED to listen to Emily."*

-- Christian Carter ([www.catchhimandkeephim.com](http://www.catchhimandkeephim.com))

## X & Y COMMUNICATIONS INSTRUCTORS

I'm proud to present the official team of X & Y Communications instructors, devoted to your success with MOTOS (Members Of The Opposite Sex).

Each has been hand-selected by me personally for their respective unique talents at both relating to women and imparting that knowledge to you. Expect each to bring a new perspective and a fresh voice—all in keeping with our overall commitment to a character-based approach.



At one time, Jim was one of those guys who was good looking and funny yet had mediocre success with women. Never having been much of an 'approach guy', he played his cards close to his chest.

As a self-described "hopeless romantic", Jim has always sought the very best in women he has been with. Though his idealism has resulted in disappointment in the past, ultimately Jim began the all-important journey to dating skillfully and having options...the right way. Basically, he realized that he was successful at other things in life and it was time to get what he deserved with women also.

Having started from scratch, he was amazed by how fast he progressed, and even now is still discovering how to make stronger connections, internally and externally.

A former freestyle skier living in the Boston area, Jim is in his late twenties and is blessed to have experienced a lot of life in a short time. He has always dealt with people and loves to observe.



Hailing from the mean streets of Sydney, Australia The Mad Hatter is the man of indeterminable age or nationality. This class clown has no problem winning hearts of women and his easy, friendly approach often means he goes to a party and has social proof he never even knew existed.

Simply put, his “bring the fun times” reputation precedes him. This high energy operator specializes in pickup in “non-traditional” venues (no meat markets for this guy) and then dates at even more “non-traditional” venues as well as establishing the right mindset for approach and seduction.



A tireless student of the “inner game,” Joseph Jensen is a Ten-Plus alum who has leveraged X & Y Communications principles to propel his entire scope of human interactions to the next level. Joe knows that mastering oneself is an intense but extremely rewarding process that never starts too early—or too late—and pays dividends from social interactions to business school interviews, from presenting and discovering YOUR best self on dates, client presentations, family interactions, and anything in between.

A native of Northeast Ohio, Joe holds a Harvard degree in biochemical sciences, has enjoyed academic and professional success in science, investments, and consulting, and is currently pursuing his MBA at a top business school in the Boston, MA area. He is enjoying his dating success and always looking for new venues of self-improvement.



Austin Parker has adult ADD. He’s a scientist, writer, world traveler, runner, and lover of green tea parfaits. Having started his journey improving his social skills after a two-year military stint in Europe, on his return he felt isolated from his peers and decided to do something about it. Subsequently, it has become his mission to find something special about everyone he meets. This mantra has opened people up in ways he never imagined possible. Now he’s here to share what he has learned and help you make a difference in your life.



Alexander “Sasha” Mitrofanov, PhD, or “Dr. Sasha”, is a dating and seduction coach originally from St. Petersburg, Russia now living in Nottingham, United Kingdom.

As a master life coach, he applies his considerable knowledge and experience to help guys to connect with their authentic masculine core, to find their genuine life purpose, to overcome their fears and limiting beliefs, to build new effective habits and to acquire the love life they want.



Long a student of character-based game, Dave W. resides in Sydney, Australia and has brings a considerable reserve of unique skills to the X & Y Communications team. Among his specialties include daytime pickup, “virtual hub creation” and train game—a topic on which he has been published in nationwide publications.

Already an accomplished blogger, Dave’s no-nonsense storytelling and zero tolerance for “fluff” should prove especially entertaining *and* informational to readers.

Along with his passion for helping guys get better with women, Dave enjoys his “day job” as a video game developer.

## MAJOR WEB PORTALS

- <http://www.deservewhatyouwant.com> -- Core Web presence for X & Y Communications
- <http://www.edumckaytion.com> -- Scot McKay's official blog / video blog
- <http://www.datetoorder.com> -- Main site for DateToOrder, dedicated to online dating coaching services
- <http://www.powermonogamy.com> -- Portal geared for those who are in long-term committed relationships
- <http://www.x-net-media.com> -- Home of the X-NET worldwide mediacasting network



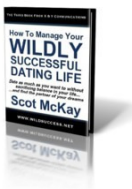
## BOOKS AND PROGRAMS



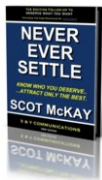
[Deserve What You Want](#), published in **May of 2006**, was Scot's first book and includes all of his foundational principles. Topics covered include how to clear the obstacles of the past, how to know what you do and don't want in a partner, how to deserve the greatest man or woman you've ever met, how to succeed in the online dating arena and how to make a relationship last. The recent introduction of separate men's and women's versions of the book has offered the ability to target audiences more specifically.



Scot's second book, entitled [Cook For Your Date](#) and released in **October of 2006**, is the first ever book to combine dating strategy with practical steps for creating a perfect romantic evening for two. Scot's belief is that cooking for a date is the absolute "nuclear weapon" in the dating world, and this book is the complete toolkit for pulling it off. He outlines every step in great detail from how to extend an invitation to dinner all the way through what to do after dinner is over. Even if you "can't boil water", this book sets you up for success.



Released in **February of 2007**, Scot's third book bears the captivating title of [How To Manage Your Wildly Successful Dating Life](#). True to the core philosophy of **X & Y Communications**, this book is 100% focused on dating *success* rather than dating *failure*. As the title suggests, groundbreaking information on how to maximize a busy dating life is presented powerfully yet succinctly. Surprisingly, however, the book has proven to be equally valuable to those who want a road map to a wildly successful dating life as it is to those who are already there.



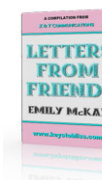
With the launch of Scot's monumental [VIRTUOSITY](#) program **September 2007** came his fourth book, called [Never Ever Settle](#). The follow up to [Deserve What You Want](#), the book is offered as the companion guide to [VIRTUOSITY](#) and provides an in-depth perspective for men on how to select the right woman for long-term relationships.



Originally offered in **August 2008** in limited release, [Chick Whispering](#) is Scot's fifth book. Based on the popular podcast [The Chick Whisperer](#), everything a man could possibly want to know about how to understand women is contained within its pages. Formed as a collection of descriptive vignettes, the book has received outstanding feedback from readers. General release is scheduled for mid-2009.



Scot's newest and arguably most innovative book is [Twiduction: How To Meet Women On Twitter](#). Written as a guide to men who would like to meet someone special on the buzzworthy social networking site Twitter.com, Scot surprised the dating advice world by launching the book on Twitter in **December 2008**...giving it away free of charge. In addition to detailing a comprehensive strategy for making Twitter one's dating site of choice, [Twiduction](#) also offers a complete guide for newbies on establishing a presence on the site.



Emily's first book, [Letters From Friends](#), was released in **December 2008** as a component to the [Attraction Makeover](#) program. Since then, it has quickly been requested as a high-value bonus offering for inclusion in flagship packages offered by other dating experts. A hand-picked collection of twenty-five letters from Emily's readers, the book addresses the most pressing dating concerns of today's modern yet feminine woman.



[Power Sessions](#) and [Keys To Bliss](#) are monthly membership programs offered by Scot and Emily to their respective gender-specific audiences.

Every month, Scot and Emily present multimedia content that delivers various perspectives on what it takes to be a man or woman who deserves the very best. Emily speaks to the women, and Scot does the program just for guys.

Represented is the most advanced level of information offered by **X & Y Communications**. Wherever the listener is today, he or she can reinvent him or herself into someone who enjoys what few ever will--the rush of being with the highest quality person in the room wherever he or she goes. Subscribers to the programs are collectively known as the "Deserving Community".

With every **X & Y Communications** order, the first month of [Power Sessions For Men](#) or [Keys To Bliss For Women](#) is offered for **FREE** as a way of driving subscriptions to the program.



[“Secrets To Success With Women For Shorter Men”](#) is the first program of its kind ever produced. In a world where most shorter men are told that women unequivocally prefer taller men, Scot McKay unveils how guys who are of shorter stature can not only succeed with women as effectively as taller men but actually leverage specific advantages that they have. This program has become **X & Y Communications**' highest volume standalone product since its release in **September of 2006**, and its subject matter one of Scot's most requested interview topics.



Following on the success of their highly original and targeted books and programs, [VIRTUOSITY](#) was unveiled to the world in **September 2007** and is Scot's first large-scale program. Positioned as **X & Y Communications'** all-important flagship product for men, the advanced series features a world-class combination of written material, multi-media content featuring an all-star cast of world-class of over four dozen co-hosts, the complete [Online Dating Domination](#) system, and targeted personal services.

Notably, [VIRTUOSITY](#) is the first fully modular dating advice program ever produced—scalable, configurable and expandable. Having over a decade of IT management experience, Scot McKay understands what makes for solid value...even if we're talking dating advice "technology".



Emily's first major program for the women's market is [Click With Him](#). Designed for the woman who is committed to being the kind of woman a great man can't resist *committing to*, this multimedia *magnum opus* was released in **March 2008** and covers everything from how to present oneself with dignity and class to meeting a great man online in thirty days or less. Emily's winsome style and the sheer volume of quality content in [Click With Him](#) has brought both media acclaim and commercial success to the program.



Providing a wealth of training to men on how exactly how to manage long-term relationships, [\*\*The Leading Man\*\*](#) is Scot's logical follow-up to [\*\*VIRTUOSITY\*\*](#). Launched in September 2008, the program is marketed as a complete toolkit containing everything needed for success with women beyond the pickup stage. In it Scot covers how to “wear the pants without losing one’s shirt” as well as how to “lock down the revolving door of women” in one’s dating life.

Upscale design, a unique focus and—of course—signature hard-hitting and “fluff free” content—have earned [\*\*The Leading Man\*\*](#) rave reviews, impressive sales figures and hundreds of satisfied customers.



Having sensed the need for a high-value premium attraction product for women at an accessible price, [\*\*Attraction Makeover\*\*](#) was released in **January 2009**. Combining an intriguing mix of teaching on how to become the most attractive woman possible and groundbreaking information on what exactly goes on inside a man’s mind, this program has quickly become **X & Y Communications’** fastest-selling offer to the women’s market.

Particularly noteworthy is the audio “round table” portion of the program that brings together several well-known male dating coaches to discuss exactly what causes them to be attracted to women. Such unique and valuable content is a natural result of Scot and Emily’s teamwork and mutual respect for the opposite gender.

Featuring over four hours of audio and two bonus e-books, [\*\*Attraction Makeover\*\*](#) delivers significant bang for the buck.



## PODCASTS – The X & Y Communications Worldwide Mediacasting Network (X-NET)



Originally launched in **June of 2006**, *X & Y On The Fly* (<http://feeds.feedburner.com/xyonthefly>) is Scot and Emily's first and longest-running podcast. Each episode covers a distinct topic surrounding dating and relationships and includes such variety as high-profile guest interviews, "man on the street" interviews, contests, and even celebrity impersonations to go along with the expected high-energy banter between the guests. The combination of solid material, great guests, refreshingly good taste, unexpected surprises and unparalleled chemistry between the hosts has afforded the show **front-page status on iTunes' "featured" list in the crowded "Health/Self-Help" category**, and typical **Top 20 status in Podcast Alley's "Health" section**.

Meanwhile, *Online Dating Profile Rating* (<http://feeds.feedburner.com/onlinedating>) began in **January of 2007**. The show highlights a different real-life online profile each week, which Emily and Scot "overhaul". Having met on Match.com themselves, both Emily and Scot have considerable track records of online dating success and leverage this show to promote their unique line of services for online daters found at [DateToOrder.com](http://DateToOrder.com). **Match.com**, recently recognized the clear marketing opportunity to reach a highly targeted niche of online dating enthusiasts with this podcast—the only program of its type on the planet—and branded the show as of **November 2007**. The show's popularity is ever increasing and evidenced by its consistent placement on **iTunes "featured" list** in the highly competitive **"Health/Sexuality"** category.

The podcast by **X & Y Communications** specifically for men bears the intriguing title of *The Chick Whisperer* (<http://feeds.feedburner.com/thechickwhisperer>), as coined by one of Scot's newsletter subscribers. The show is targeted specifically to men who want to improve their skills with women, and has experienced unprecedented success since its release in **March of 2007**. Within three weeks of its debut it had arrived on iTunes' **worldwide Top 25** list in its category and shortly thereafter appeared on the "New And Notable" list for the major "Health" heading. Today, the show typically maintains its

standing on **iTunes' Top 25** and consistently is **featured on page one** in its category. The show addresses e-mails and voicemails submitted by listeners, promotes contests and invites distinguished guests from the dating advice/seduction community to sit in. Already known for high-class character and seamless delivery, the show's popularity is also attributable to its clearly original subject matter that is geared for a decidedly intelligent audience.

The latest podcast venture by **X & Y Communications** bears the obvious title of ***DatingCast*** (<http://feeds.feedburner.com/datingcast>). Launched in **July of 2007**, the show is designed for an audience that prefers a more concise presentation with a corresponding lighter-weight download size. Scot and Emily co-host each show, which typically runs between one and two minutes in duration. The show is featured in iTunes, has headed the "New And Notable" list in the competitive "Health/Self-Help" category.

Rounding out the **X-NET** slate of dating shows is the parody-cast project called ***Nice Guys Need Love Too*** (<http://feeds.feedburner.com/niceguys>), which relentlessly and hilariously satirizes men who have zero "game" with women. Hosted by Scot and legendary podcaster Steve "The Dean" Williams, the pair—whose chemistry and style has been compared to that of Tim Conway and Harvey Korman--offer a welcome diversion from typical hard-hitting topical discussion in favor of a much less serious but still poignant look at the travails plaguing men who do not as yet have "wildly successful dating lives". The show has proven to be a hit, earning a spot on iTunes "featured" list in the "Health/Sexuality" section.

With up to **2500 combined downloads daily**, the **X & Y Communications** podcasts—as part of **X-NET** (<http://www.x-net-media.com>)--collectively serve as not only a popular information medium but also a powerful, recognizable marketing engine for both sponsors and in-house products and services.

## SOCIAL MEDIA AND ADDITIONAL RESOURCES

Above and beyond all that has been mentioned thus far, **X & Y Communications** continues to extend its mind share through the following additional resources, fully leveraging Web 2.0:

- **MySpace** – <http://www.deservewhatyouwant.com/facebook>
- **Facebook** – <http://www.deservewhatyouwant.com/facebook> (~3K fans)
- **Twitter** – <http://www.deservewhatyouwant.com/twitter> (~25K followers)
- **YouTube** – <http://www.deservewhatyouwant.com/youtube>
- **Article Distribution** (free for reprint) – <http://feeds.feedburner.com/scotmckayarticles>
- **Blog** – <http://www.edumckaytion.com/blog>
- **Interactive Map Of Customer Base** – <http://www.frappr.com/xandy>
- **Affiliate Marketing** – <http://www.dating-resources.net>
- **Discussion Forum** – <http://www.deservewhatyouwant.com/forum>

The image contains two screenshots of social media profiles. The left screenshot shows a Twitter profile for 'scotmckay' on the website 'grad=r'. The profile has a 'Grade' of 100. It lists 23,325 followers, 24,772 following, and 3,206 tweets. A red banner across the profile reads '#22 WORLDWIDE ON TWITTER'. The right screenshot shows a 'Facebook Elite' list. The list title is 'Facebook Elite' and the subtitle is 'These users have earned our respect and admiration for being the highest Facebook Grade. Their power and reach in the Facebook community is a whole lot of awesome!'. The list contains several entries with columns for rank, grade, friends, bio, and location. A red banner across the list reads '#9 WORLDWIDE ON FACEBOOK'.



## SUGGESTED INTERVIEW QUESTIONS

- What led you to begin X & Y Communications?
- What does it mean to “deserve what you want”?
- How are you different from other “dating gurus” and “pickup artists” in the Seduction Community?
- What would you say is the single biggest reason why men fear approaching women?
- What makes a man attractive to women? What attracts a man to a woman long-term?
- Describe your focus on quality vs. quantity when measuring success with women.
- What is your definition of a “wildly successful dating life”?
- How can men who are shorter than average improve their success with women?
- Why is cooking for a date such an important skill to learn?
- What is the difference between true masculinity and being an “idiot/jerk”?
- An interesting philosophy of yours is that “sex-focused” men tend to have the least fulfilling sex lives. What do you say to guys who believe dating is all about the sex?
- You and your spouse met online. What are some online dating tips that you can share?
- Is it possible to meet someone on social networking sites like MySpace, Facebook or even Twitter?
- What is “chick whispering” all about? How can a man learn to understand women better?
- The two of you appear to have a great relationship. Is it really as good as it seems? If so, how can others achieve equally terrific relationships in their lives?
- What do you tell divorced men and women and/or single parents who want to have fulfilling dating lives?

## **MEDIA ACCESS / CONTACT INFORMATION**

Scot and Emily welcome discussions regarding partnership and joint venture.

They are both also available for live or pre-recorded interviews. Radio and television talk show hosts and/or program directors are welcome to enquire, as are podcasters, bloggers, webmasters and print-media journalists.

Flexibility is an X & Y trademark, having accommodated sessions of up to four hours in length and as far away as New Zealand. Short notice may also be accommodated, depending upon availability. Although interviews have been done on the spot at the time of first contact, it is highly recommended that they be scheduled approximately a week in advance to ensure high quality and allow sufficient preparation on our side as necessary.

Contact information for any and all such media requests is as follows:

- **Telephone** – +1-210-260-6400 (San Antonio, TX USA – CDT/GMT –6)
- **E-mail** – [info@deservewhatyouwant.com](mailto:info@deservewhatyouwant.com)
- **Fax** – +1-413-383-4464
- **Skype VoIP** – scotmckay
- **Twitter** – @scotmckay
- **Yahoo IM** – scotmckay
- **MSN Messenger** – scotmckay

## CROSS PROMOTION

**X & Y Communications** is all about mutually beneficial partnership. While available to you for interviews, article submission and affiliate promotion; Scot and Emily also offer the following benefits of partnership:

- **50% Affiliate Commissions** – <http://www.deservewhatyouwant.com/affiliates>

The **X & Y Communications** affiliate program is through highly respected **Plimus.com**. Plimus is known for efficient and accurate payment as well as considerable flexibility. 50% commissions are offered on every single present and future product that is offered. The program indeed includes the popular [Power Sessions](#) and [Keys To Bliss](#) series which pays **recurring monthly revenue**—an unprecedented phenomenon in this space. Custom sales pages are even available to affiliates, which help drive conversions more effectively. A variety of graphics including banners, leaderboards and even 3D “covers” are also there for the taking.

Recently, Scot’s book [Deserve What You Want](#) was also launched on **Clickbank.com**, and can be found in that site’s Marketplace section under “Love & Romance” and/or hoplinked as “xandycom”. Clickbank is recognized as the most visible and effective way of offering a virtual product to potential affiliates. The commission payout for Clickbank sellers has been raised to **70%** in a move designed to drive accelerated momentum.

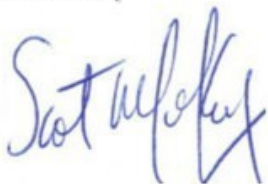
- **Podcast Promos And Guest Appearances** – Representing a reach of thousands of listeners. Notably, **X & Y Communications** has developed a powerful strategy for monetizing podcasts that has been the direct subject of interviews and speaking engagements. ***Simply put, we know how to translate guest experiences and sponsorship promos into sales.***
- **Backlinks To Your Site From Our Main Portal** – Several of our sites currently register a Google Page Rank of PR3 or PR4.
- **Promotion In Our Blog And/Or Our Aweber Newsletter** – Again representing a reach of several thousand readers.
- **Social Media Promotion** – Our reach in the social networking world covers in excess of 35,000 people worldwide.
- **Graphical Ads** – Most of our pages are built to readily accommodate your ad placement.
- **Unique Perspective** – Scot and Emily share the unique ability in the dating advice field to reach out to their audience as either a team or as individuals depending on the context. This delivers immense credibility and flexibility to their message, and is a major factor in the rapid growth rate **X & Y Communications** continues to register.

# X & Y COMMUNICATIONS PROMOTIONAL PARTNERS INCLUDE:



**X & Y Communications** prides itself upon **unprecedented excellence in customer service and accessibility**. We redouble our efforts in these areas when it comes to our valuable partners. As Texans, we believe that a handshake is as good as a contract and that service should be rendered on time, under budget and beyond expectation. We sincerely hope to work with you soon and welcome you into our **elite group of esteemed colleagues**.

Be Good,



Scot McKay

X & Y COMMUNICATIONS

Have Fun,



Emily McKay

X & Y COMMUNICATIONS

***"Of all the dating tips, tricks, and programs I've checked out, your comprehensive program is truly one of the most honest and straightforward. Even though I know you both love what you do, you are truly providing a service that our parents could never have given us. With one look at your program, I was 'blinded by the light', so to speak. The simple mantra, 'deserve what you want,' encompasses the very concept that I was simply overlooking, even though it was right in front of my face. I could go on, but I think simply telling you that I'm forever indebted to your work gets my point across just fine. Thank you. Thank you so very much."***

-- Drew (Virginia)

***"I think the words I used to myself after listening were: Fantastic, absolutely fantastic, he is right on the money! I proceeded to listen again and again. I even let it play over and over one night as I slept, as silly as that sounds, but wanted to absorb every nuance."***

-- Joe (Omaha, NE)