

IT'S A GUY THING  
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FEBRUARY 2010 R36.95 (INCL VAT)

# FHM

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SEXY POSTER INSIDE!

## SEX!

The Secret!

## BURIED ALIVE!

Possessed! Skinned!  
True tales of near death!

**FHM**  
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2010!  
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SOCIALITES!

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# Sashi!

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A man who dates wolves!  
Nissan GT-R! And the  
greatest chins of all time!





# The **secret** to better sex!

[ WORDS: GORDON LAWS ]

**Dr John Demartini is a renowned human behaviour specialist, contributor to *The Secret* and an international bestselling self-help author. Who better to guide us to regular action?**

**S**ex. It's a matter that, for almost all of us, is top of mind all of the time. Whether we're not getting it, not getting enough or not happy with what we're getting, dudes are constantly trying to improve the quality and quantity of the lovin' in

their lives. *FHM* understands this plight, and we felt we needed guidance from a bona fide guru. Enter Houston, Texas' Dr John Demartini – motivational speaker, self-help wizard, expert on matters of the mind and author of bestselling books like *The Heart of Love: How to Go Beyond*

*Fantasy to Find True Relationship Fulfillment*. He also contributed to global self-help phenomenon *The Secret*. *FHM* sat down for a private audience, looking for answers to a few critical questions that plague the men of the *FHM* massive. So read on, and be enlightened... ▶▶▶



**You'll be walking around like an underdog... And that's not attractive to women**

**GET SOME!**

**Thriving on 'the market'**

**The question** Been single for months? Losing hope? How do you find Ms Right?

**Dr Demartini says** "Every woman has a set of priorities and values that they're trying to fulfil. And anything that increases your ability to fulfil those needs gives you a higher probability of success. So we have to stop and ask, 'What do women want?' And my observation is that women want empowered men. But it's a utilitarian market – there has to be something in it for them. The reality is, everyone's always trying to find out what they can get out of someone else. So your challenge is that you need to work on the areas that are your strengths, to make up for the areas that are your weaknesses..."

**Getting off the mark**

**The scenario** You're still a virgin. How do you get past the psychological roadblock?

**Dr Demartini says** "The human sex organ is not the sexual organ itself, or even the brain. The sex organs are human perception. We've all seen average guys with beautiful women and we say, 'What's that about?' It's because those guys are confident in what they have to offer... If all you perceive is your flaws, you'll be walking around as an underdog, and that's not attractive. Isolate what bothers you, come to terms with it and try to market it as an advantage. Then your confidence level goes up, and that is attractive."

**She's way out of your league**

**The question** You're an average-looking oke, but you have your eye on hot babes. Is success even possible?



There's an art to it, and women are more accustomed to using their features to their advantage. Men can do exactly the same. The only real advantage that 'good looks' provide is that they give a good first impression. Sometimes they only see you from a distance and that's it."

see an attractive woman who you feel intimidated by, ask what you see in her that you admire, and ask where you also have those traits. And then ask what the drawbacks of those traits are. Women can sense the underdog, and it's not attractive. Everything – even something attractive – has

**Reigniting the flame**

**The question** Your sex life has gone a bit stale – how do you rekindle the fire?

**Dr Demartini says** "Consider everything about her that you dislike. What about her turns you off physically? Go into detail. Do the same with the way she handles money, or her social habits. Go around the wheel and identify those turn-offs. Then you must answer a few questions.

One: where do I have that in my own form? Identify where you have things that are irritating. Otherwise you're being self-righteous – judging her for doing something you're doing too.

Two: ask how that trait is an advantage to you and how it serves you. Answer that question 20, 30 times, until you're ▶▶▶

**You only fear rejection from someone you're infatuated with; not from someone equal to you**

**Dr Demartini says** "Go to New York on a Friday night and you'll see 50-year-old bald buzzards with 27-year-old beauties, and it ain't their looks that's doing it! You also see women who are not the most appealing, but they do their hair, fix their make-up and make themselves very appealing.

**Talking to babes is quite terrifying!**

**The question** Initiating conversation with women is daunting. How can we get past the fear?

**Dr Demartini says** "The only reason you fear approaching that woman is because, in your mind, you exaggerate who she is. If you

a negative side. Once you realise she's not perfect, you're just going and saying hi to someone... You only fear rejection from someone you're infatuated with. You never feel rejection from someone below or equal to you. And when you've got no fear, you have a certainty about you."

**SEX ETC.**

**GET SOME!**

grateful for those things about her. If you're not grateful for who she is, you're living in a fantasy of who she's supposed to be and that's gonna turn her off. She wants to be loved for who she is, not the fantasy you project."

**She doesn't orgasm**

**The question** Can anything be done to help her come around?

**Dr Demartini says** "Absolutely! One thing is common with this problem – people stack up baggage and resentment against one another and it manifests in an emotional block. Ladies can associate pain, betrayal and resentment with penetration. Their ability to orgasm with that person just shuts down. Your partner must identify the point when whatever changed her perception of you happened. There will be a specific event when she

you think has as much, if not more than you, you'll be the one wanting to tie them down and hang onto them. If you're addicted to being looked up to, having people fantasise about you and respect you, you're gonna end up in the same scenario. You have to have both praise and reprimand in order to grow in a relationship. You won't respect a woman who can't stand up to you."

**You're depressed, and the babes can tell...**

**The question** How can you snap out of it and get some?

**Dr Demartini says** "There is no such thing as depression. People believe that their life should be a certain way, and when the reality doesn't match up, they consider themselves depressed. The chemical imbalances are a physical reaction to that imbalance



**Every man has a strength and it will always be whatever's the highest on your value list**

disconnected. You need to identify that and work past it. I've never met a woman who can't have an orgasm, but I'm sure there are people who've suffered nerve damage from injuries and don't have the nerves to allow it."

**You stray from the straight and narrow**

**The question** How do you resist the urge to notice hot girls?

**Dr Demartini says** "Whenever you're with a woman that you see as having lower value than you, you're gonna keep yourself vulnerable to a new option. The second you meet a woman who

between reality and expectations. You have to analyse the things you're upset about not having in your life, make a list and then realise that there are benefits and drawbacks to everything you wish you had. Also, don't fail to see what's already good in your life. Once you can balance your perception of reality and your expectations, you can become centred and inspired by life, and get back in action. This works for guys who wish their entire life was different, so they could be more attractive. They're not attractive because they don't feel confident about themselves."

**The competition is fierce out there!**

**The question** How do you distinguish yourself from the herd?

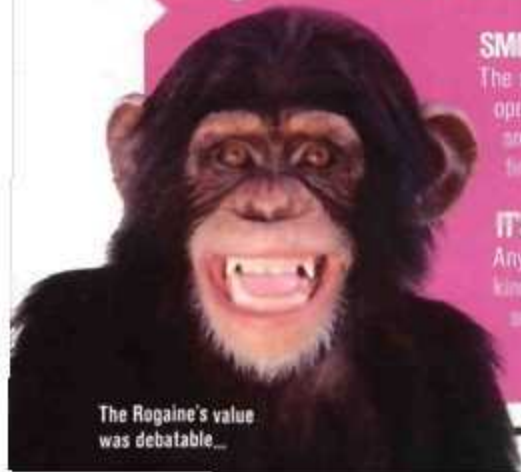
**Dr Demartini says** "Learn what all the values of women are! Go and read all the magazines they're buying. For my research, at the airports, I stand in front of the female magazines and perfumes and the things that ladies are interested in. Observe their behaviour, to see what they're into. I saw a guy on the Gold Coast of Australia at a little hotel, doing a salsa dance and scoring five or six women, because they love that. You could see them

fantasise about him. He wasn't hot or rich; you could see it. He gave them the fantasy of a hot lover and created the façade. He knew what his strength was, and he capitalised. Every man has a strength. And it will always be whatever's highest on your value list. You might have a brilliant mind and going to a club is not where you're going to pick up women. Go into a book store, where women are more likely to be looking for intelligence." **FHM**

Dr John Demartini's book, *The Heart Of Love* is available from [take2.co.za](http://take2.co.za) for R116.

**Dr Demartini's guide to the basics!**

*Having trouble with the ladies? Let the good doctor's step-by-step guide be the basis of your approach...*



The Rogaine's value was debatable...

**SMILE!**

The number-one thing that opens any interaction is a smile. And a smile is the first greeting.

**IT'S A SALES PITCH!**

Any time you're doing any kind of sell – and you are selling yourself – you've gotta first greet and introduce yourself, and

how you do so is important. You can't go up to someone and say, "Hey baby, what's your name? Wanna have a good time?" Women want to see confidence, but they also want to see sensitivity.

**ASK QUESTIONS!**

You have to gain rapport by asking questions of similarities and common

threads. Establish their needs and what they're looking for by asking questions about their life and finding out exactly what they're all about. A woman wants to know that she's important, and that you're interested in her, and not just trying to impress her – or worse, just trying to get some leg-over.

**MAKE HER FEEL BEAUTIFUL**

Don't be desperate or over-eager, but show interest. Women want to feel beautiful, even if she's not the most beautiful. Asking about who she is and then approving of these things and discussing the commonalities that you share is a way to achieve this.