

# **How To Make A Man Sexually Addicted To You**

**A Digital Romance Special Report**

**By Claire Casey**



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# How To Make A Man Sexually Addicted To You

CLAIRE CASEY: Hi everybody, this is Claire Casey from Digital Romance, and today I'm talking with one of the most fascinating teachers on the Tantra Landscape, Lawrence Lanoff. And if you're not sure about Tantra, we're going to get to that. Lawrence is a film director, a photographer, an author, and a deeply enlightened healer and teacher. You're going to feel all new, fresh, joy, and peace just listening to him I think today. Thank you Lawrence for joining me.

LAWRENCE LANOFF: My pleasure. It is really great to be here, I have to say.

CLAIRE CASEY: We're glad. I'll tell everybody a little bit more about you. You grew up in the gritty city.

LAWRENCE LANOFF: I sure did, yes.

CLAIRE CASEY: In New York, in the 70s, and that's where he says he learned some of the most foundational, spiritual lessons of his entire life. And he's been a photographer and a movie director for *Playboy* magazine and has also studied—gosh—the list of things you've studied just, it's amazing; but physics, yoga, spirituality, neuroscience, magic (I loved seeing that in the list), meditation, psychology, hypnosis, Taoism, and at least a dozen more I think you have listed on [<http://lawrencelanoff.com>]. He even managed to work a Doctorate in Cognitive Studies in there. And what's slowly evolving out of all these experiences and fields of study is a revolutionary new theory on consciousness that helps people understand their deepest feelings about self worth and sexuality. And you help people unleash the life skills of enlightenment, help them live enriched authentic lives physically, emotionally, mentally, spiritually. So today we're going to try and tap into some of that. Our topic today is "How To Make a Man Sexually Addicted To You," which is kind of juicy. Sounds exciting.

LAWRENCE LANOFF: Oh, yeah.

CLAIRE CASEY: So just be warned we're going to talk about sex. If you're listening to this in the car and the kids are in the back, you may want to just hold it for a good time where you can really dig down in and not worry about who's hearing what. We're going to talk about the good stuff, the real stuff, and most of us don't do this all the time outside of the bedroom. Sometimes we don't even talk about it in the bedroom, which is a whole other topic isn't it?

LAWRENCE LANOFF: Oh, yeah.

CLAIRE CASEY: So take a deep breath and let me tell you some of what Lawrence has for us today. Some of what you'll discover is what specifically men most want from a sexual relationship with the woman they love, how to peek into a man's erotic mind and figure out the deepest desires your man has but would never tell you, how you can unlock your sexual self confidence so that no intimate situation will ever again make you feel totally lost, frightened, or uncertain about how to proceed. We even may get to some very specific sexual techniques for how to get what you really want out of sex every time and why that's powerful for your man too. And I think you're going to really, really enjoy this. It's going to be great, I can't wait to hear it myself actually. But as I promised at the very beginning, before we get started, I need to ask you—because this is new to me too—you talk a lot in your work about Tantra. Tell us what exactly Tantra is and why do we hear it so often connected with sex? What is “tantric sex?”

LAWRENCE LANOFF: All great and incredible questions, some of my favorite to answer, so let's. . . I would say if I were to give you an overview on, and, you know, “You say tomato, I say tomato,” I will more often refer to it as Tantra but Tantra/Tantra.

CLAIRE CASEY: Alright. Down here in the South where I am, we say everything wrong so. . .

LAWRENCE LANOFF: No! It's all good. That's funny, I thought you were from Japan. So the thing about Tantra is it's really a way for you—as an overall philosophy—it's a way to say yes to life. You know, so let's just say you're having. . . you know, you're having your favorite chocolate cake and you're like, “Ohh!” Right? Well, typically there would be an inner monologue about, “Oh I should. . . I shouldn't. . . this is good. . . this

is bad...I don't know." You know, there is all this stuff and all of that stuff would be sucking the pleasure out of the actual experience. So Tantra is learning how to give yourself permission to really fully engage and embody experiences.

CLAIRE CASEY: Sounds freeing.

LAWRENCE LANOFF: Yes, it's extremely freeing, right? Especially the way I teach it. I do have to tell...I have to kind of warn you ahead of time, I'm kind of a Tantra rebel. That would be the best way because I'm not...I don't really enjoy systems, and there are limitations to Tantra, but the way I teach it...that freedom that you're speaking about is what I really...that's my intention. And my intention for the listeners who are enjoying this conversation is that you have that sense of, "Ohh, okay. That makes sense," which leads us to tantric sex. So tantric sex is a way of saying yes to pleasure. Saying yes to your deepest desires. Saying yes to experiences that give you permission to have new reference points of pleasure, of peace, of serenity, of security.

CLAIRE CASEY: That's a big word isn't it?

LAWRENCE LANOFF: It is. It is because I know from the amazing women that I have in my life how important security is. That feeling of safety and security inside that allows all of...that allows the beautiful flower to unfold. And that's what, in an idealized world, that's what tantric sex is really about. You know, experiencing vast amounts of pleasure that go beyond the norms of your experience and all of us can make more room for more pleasure.

CLAIRE CASEY: Well, okay. Men and women have such different approaches to sex, and there are days when I wonder if we will ever be able to meet each other's needs in a way that is consistently fulfilling and pleasurable and beautiful. Talk for a minute about why this is so important for us to hear, for all of us to be talking about.

LAWRENCE LANOFF: Perfect. Let's talk about why this is important. I'm curious: how many listeners have ever had the feeling that they're missing out on something in life? You know, there's that inner sense, like, "Oh, life is passing me by." You know, there's feelings. I don't know about you, but there are times when you look around and you go, "Oh that person's living the life, but I'm not," right? And there's even probably some

woman right now who you look at and go, “Ahh that’s what I would like to be,” because there’s something about her that’s powerfully expressing, that’s authentically expressing. So, you know, you’ve seen that woman who’s comfortable in her body no matter what size she is, no matter how hot she is, she is just comfortable and you know people flock to her. Men flock to her. So the question really I would suggest that you ask during this call is really, “What does what we are talking about mean to you?” That’s the issue here. Why is it important? Because it literally affects every aspect of connection, intimacy, safety, security, love, trust, and hot juicy passionate sex.

CLAIRE CASEY: That sounds like a great. . . I mean, you’ve painted a really beautiful picture. What are the hand holds? How do you. . . I mean, you describe it and I say, “Yes,” and we talk. . . I talk about it a lot in *Capture His Heart*, about what sets those women apart—the ones you just described so beautifully, the women who are. . . They may not even be, you know, traditionally, you know, sexy or hot, they may not be the ones hired by the supermodel agencies or what have you, and yet there is something about them that is magnetic in a powerful way and guys love to be in that field of energy around them.

LAWRENCE LANOFF: That’s right. That’s exactly right.

CLAIRE CASEY: So we talk about that a lot in *Capture His Heart*, but I would love to hear your unique perspective how to get a hand hold on becoming that kind of woman. What are some of the practical pieces of becoming that?

LAWRENCE LANOFF: Wow, there are so many, there are so many because it’s. . . think about it like this: the most important piece is the paradigm shift of. . . Boy, how do I say this? I’m going to go deeper in this, this is my Tantra rebel side, so understand I’m going to say this and then we’ll go a lot deeper, which is self acceptance, right? But I’m not using it in a new age-y sense. That’s why I want to go deeper. I’m not like, “Oh just love yourself and then everything will be fine.” It’s not that, right? Because that will work for a little while, until things get sticky and rough and there are difficult conversations to have, so we have to go a level deeper, right? And we have to say, “Okay how can I come from a place of self acceptance in such a way that I begin to tap into my feeling of wholeness as a human being, as a woman, and feel complete and get that flow of well being and safety and security happening in

my body?” Because once we hit our flow, and specifically our flow of sexual power, which has to do with our self confidence and comfort and relaxation, then our friends around us begin to go like, “Wow, you’ve changed. Wow, you look amazing. What are you doing differently? Did you change your hair?” Right? What they’re seeing is a change in which, in the ways in which we are actually communicating and relating to ourselves. So there’s gold locked up in female sexuality. There’s gold. It is... The treasure troves of power are beyond anything I could even speak of. So one of the first steps is saying, you know, beginning this turn of like, “No, I am going to accept myself,” because women specifically have been sold a bunch of lies about what it is to be a woman.

CLAIRE CASEY: Like you have to weigh this, and you have to have your hair like this, and you have to have the career and the family and the clean house and oh my gosh...

LAWRENCE LANOFF: That’s exactly right. And it makes it to the point where it literally creates an inner schizophrenia, which I’m sure your listeners are familiar with, because if you’re a woman alive in America today—in the world, but specifically America—there’s an internal conflict that is extremely powerful and that is blocking your power. That’s what’s preventing you from being in that full juicy empowered female self. And the messages, they’re not... You know, I wish we were having a discussion that was just kind of like a simple discussion. There really are so many forces suppressing female sexuality specifically, and therefore your well being, because, you know, the women we’re talking about, there is a certain comfort about them being like, “Oh yeah, I am a sexual creature, and I am okay with that.” So you know, the first thing is really asking yourself what is it that you’re most afraid of about being in touch with your deepest power and your deepest freedom. You know, what is it that terrifies you about that? Because that is a place to start to get a handle on this. Because the reality is there is some part of you inside that’s going like, “Oh my, if I start to open that door, what’s going to happen?”

CLAIRE CASEY: So how do you... and I know you coach women through a lot of this and you can see on some of the products on your site that that’s a lot of what you have done. So if you’re asking yourself what you’re afraid of, if you’re a woman saying, “What am I afraid of?” and you can name some things, what do you do with that, then?

LAWRENCE LANOFF: Well, first of all, the beautiful thing about naming things and writing them down is you take them out of the realm of thought. Because the realm of thought is a very... it's a very strange thing when things sit in your mind. You know, I know you've had that experience, right? You go to bed and there's all this stuff going on in your mind and you're like, "Ahhh! How do I sort this out?" right? And it can cause stress and lack of sleep and certainly lack of pleasure and lack of sexual desire because we just are carrying like this bucket full of, you know, eels in our brain that are just going, "Blaaaaaahh," and that is... that is really where the problem is. So the first step is like, "Okay, I'm having this sensation, and I'll call this..." you know, these are tools of meditation and focus that become really powerful to use, where you just, you say, "Okay, I'm having this feeling. What does this feeling feel like?" You could do it right now. You could just be, you know... Your body, even as you're listening right now, is having a sensation. So what is it about that sensation, what are you feeling? And you can really focus on what that name is. So if you were to do this, like right now, I'd take a deep breath and I'm feeling, actually, it's interesting, the dominant feeling I'm feeling is excitement. Yeah, so... and that has a sensation in my body. It's exciting, it's like, because my intention in this call is to turn on some switches, you know, to have you think a little bit differently about the way, you know, the way you have been thinking about your body or your desires, and that has a sensation with it. In this case, excitement, right? But there are lots of stories going on. If we bring up the issue of sexuality, you might go like, "Oh wow, well what I'm really feeling... Yes, I'm feeling some attraction or some desire, but what I'm really feeling is fear." Ah! Okay, you know, and that can go as, you know, it can go in 50 different directions. I'm feeling fat, I'm feeling not sexy, I'm feeling like scared. So part of it is learning to get more of a language about the feelings and things that are going on inside of you. So when you take those out, you know, simple exercises, like just write it down. What's swimming around in there? Grab one of those eels and say, "Oh what's your name?" and it's like, "I ate too much cake!" Ohh, okay. Right, so...

CLAIRE CASEY: I like that image, by the way, of the bucket of eels. That's so accurate. That's so on target for that stuff.

LAWRENCE LANOFF: Yeah. That's what it is. I mean, that's how it feels to me sometimes. I'm like, "Oh, okay." You know and they just go crazy. It's like a feeding frenzy.



CLAIRE CASEY: So you get them out, you name them, you describe how they make you feel, and that gives you a sense of accomplishment or power over it so it's not driving you. Now you get to drive it.

LAWRENCE LANOFF: Exactly. Because once you name the monster, it's not nearly as scary. I mean, you know, there are some monsters which will still take some work, but a lot of them you look at and you go, "Oh, I'm afraid of that? Really?" You know, you turn the light on, and that's why I like writing things down. Like you can actually just write. You know, list it out. What is it... really, what is it? Now here's the only caveat to that. It takes a lot of courage to face the last three or four eels in the bucket, right? Those are the ones that are the scary things that are like, "Oh, my. If I allow myself to feel pleasure, that means I'm being selfish."

CLAIRE CASEY: Oohh, is that really at the bottom?

LAWRENCE LANOFF: That's one of them.

CLAIRE CASEY: Wow. Selfishness. And women are raised to be such caregivers, other-focused, do for folks until there's nothing left, frankly.

LAWRENCE LANOFF: Exactly, that's right. So you can imagine, so here you are with kind of a desire or, you know, something... I mean how many people go, "Oh, you know what? I'm going to put off dinner, I'm going to have a little self-pleasure ritual. I'll be right there. I'll be there in like, you know, half an hour, you guys just work it out, and I'm just... Mommy's going to have some self pleasure. I'll be back with you." Who does that?

CLAIRE CASEY: Nobody.

LAWRENCE LANOFF: Right, but at the same time, if Mommy did do that, Mommy would be a lot happier about the next steps of the day or the night, right? So we just don't do that and I'm just saying, you know, it's... we have a belief system that pleasure is bad. That pleasure is selfish. When, in my experience, and of course in the women that I teach, you start to realize that that is just a load of hooey.

CLAIRE CASEY: You just gave me like a bunch of ideas all of a sudden. I'm like, "Hmmm, I need to call my man to the bedroom for a few minutes before we have to go take the kids to the concert, the band concert, etc., etc., etc." That's sort of a fun, that's a smiley thing to say, "Hey c'mon! What about us?"

LAWRENCE LANOFF: Exactly.

CLAIRE CASEY: Let's work on us. Well, I like that and I love the control over those slimy old eels, and I appreciate the thought of get to the last... the last ones are the hardest. Because I think... because you put those off, you don't want to look, you want to look at the ones that are a little easier.

LAWRENCE LANOFF: Exactly. And by the way, just riffing on the thing that you're talking about, I mean, those things are so bonding. Where, like, the kids are getting ready, you know you've got like five or ten minutes, whatever, and it's like, it's a little bit conspiratorial.

CLAIRE CASEY: Yeah.

LAWRENCE LANOFF: Right, so you guys, like there's a bonding opportunity there, where you guys are conspiring together to have just little, you know, just get a little time. It's that important. It really is that important. Think of it as like filling, another metaphor but, filling the gas tank. Like filling your tank. What do you need? So this is a core question that you can write down as you're listening to this which is, "What is it..." This is another one of those scary questions: "What is it that I need? What are my needs?"

CLAIRE CASEY: That's a great question.

LAWRENCE LANOFF: It's a great question, and women, specifically, because of what you said, it's like, "Oh, no! I need to shove my needs aside and take care of everybody else's needs." But we all know... I guarantee you that there are women listening to this call right now who are like, "Oh my god! You are talking about my life," right? Because it's like you put stuff aside, you know, everybody else comes first, you put your needs [aside], and then one day...

CLAIRE CASEY: You crash.

LAWRENCE LANOFF: Exactly. You know, and then everybody's like, "Whats wrong? All I said was, 'I love you,' and you burst into tears and ran away," and, you know.

CLAIRE CASEY: Or it looks uglier because you say, "I can't stay in this relationship anymore. I hate my marriage or my relationships and my everything." I mean, you say horrible things that you never want to say. "I want to leave it all. I'm out of here." You know, [that] kind of thing.

LAWRENCE LANOFF: Well let's talk about that for a second, Claire. The thing there is the reality is, if you're in a relationship, you will have those moments.

CLAIRE CASEY: Right.

LAWRENCE LANOFF: So we're not saying, like. . . Even if you were just, "Blah, I'm totally blissed out," the reality is if you are engaged in a human relationship, you will encounter those things. The question is what do you do with that energy? That's part of getting comfortable in your skin. Like when those things come up, do you realize like, "Oh, yeah. I'm going through a thing. I am moving through something, and therefore I'm not going to take it too personally." Right. So that's a framework for life where we go through these emotional, I call these like emotional storms, they're like emotional hurricanes that will come in and everything looks bad when you're looking at life through that hurricane. But when you can kind of just go like, "Oh, yeah. I am having a hurricane. This is a natural part of relationships."

CLAIRE CASEY: Unavoidable.

LAWRENCE LANOFF: Unavoidable. Therefore, "Oh! I know what to do. I'll do what Ulysses did, I'll tie myself to the mast so I don't do anything rash, but I can kind of watch the storm and know that I'm going to come out the other side."

CLAIRE CASEY: Very powerful. So that's a good thing to note if you're—like he said—if you are writing down stuff and you're writing down that core question, "What is it I need?" which is a huge question, it's good to also make a little note under there saying, you know, "How will I handle the emotional hurricanes that are bound to arise in any relationship?"

LAWRENCE LANOFF: Exactly.

CLAIRE CASEY: What will my mindset be? What will I need to get through it? How can I start making sure I'm there now for when it hits later?

LAWRENCE LANOFF: And part of it is getting your needs met. It's like learning to open up that discussion.

CLAIRE CASEY: Yeah, and, you know, "needs" is a big word, and there are lots of them, but we want to talk about sex, and I love the fact that we're doing this, because I feel like sex, your sexual relationship, your intimate relationship with your partner, is the key indicator of how well things are going in that relationship.

LAWRENCE LANOFF: Absolutely.

CLAIRE CASEY: It's like if something is off, you can almost always tell because you're intimacy levels are going to be off. Your sexual relationship is going to be off.

LAWRENCE LANOFF: Right.

CLAIRE CASEY: So maybe you can get us started, and maybe you should... maybe you can start from the man's side. You've got a unique perspective to give all of us. Most of the listeners are going to be female. Not all, but a lot of us are women. What specifically, you know, is the man's perspective on this? What do they want from a sexual relationship with a woman they love? And how can the two meet?

LAWRENCE LANOFF: Wow. Okay, so, what's interesting about that is, you know, men want this kind of sense, let me just see the best way to describe this... it's kind of like this sense of absolute release and freedom where you... it kind of reminds me of, if for a moment, a man could experience free fall around sexuality, that's kind of an ideal world. Where it's almost like the self drops away. It's just that for men that happens in like 3 seconds, you know, in an orgasm. So they're very focused on this, like, you know... It's basically like women play a symphony, and men have only learned to play one note. So women are like, "I dreamed... lalalala," there's all this stuff going on and there's horns and strings and this whole orchestra is playing of sensuality and orgasm. And guys are like "ding ding ding ding," right? They're just coming in with the one note. "Ding ding ding ding ding," because they don't know, right? They don't know, they just want the... I just

want to have that feeling of jumping off the cliff, and the only way I know how to do that is...huh. Right? So you know that, because I mean, if you've been alive and you've had sex with a man, you know that experience, that's the bunny rabbit experience, right? So that's, it's a strange thing because it's really something that, you know, guys don't know, because what are they looking at? You know, if you really follow the lineage of how all humans, especially American humans, are trained in sexuality, here's what it looks like. Some little boys talk to other little boys: "This is what you do! And, blah, blah, blah. And, oh I want to see naked girls!" And they're having all these sensations right? And then where are they going to go? They're going to talk to other little boys, they're going to overhear conversations, they're going to read some stuff or they're going to look at porn. That is going to inform male sexuality. So then little boys who are informed by these things: other little boys, some random adult conversations, or something they heard or saw on TV or on the internet, and/or porn, then goes and gives a girl her first sexual experience.

CLAIRE CASEY: Doesn't sound like it's going to turn out well.

LAWRENCE LANOFF: Exactly. So now a little girl has this as her reference point, right? Basically, she just got played one note while certainly...in just the physicality, just her physiology is different. And her physiology is more this symphony, yet she just got one note played, and she's like "What? What just happened?" right? And so this kind of snowball effect of just nobody openly discussing sex, not really having good, cogent, significant material, not having communication tools, leads us in this very strange kind of null zone regarding sexuality. Which means, like, you know, most couples are having sex once a week if they're lucky. You know, once a month. Like the norms of sexuality are just bizarre because they've been trained in this way. So men are looking for this like experience of like, "I want to jump off the cliff, which lasts 2 to 3 seconds," but they don't realize, which is part of why I teach men...I started teaching men for this reason, because I'm like, "Dude there is so much space between here and there of pleasure." Because for men, we have bodies. There's a symphony of pleasure going on, too. It's just nobody knows.

CLAIRE CASEY: Do you think guys are all penis centered? Like, it's all about the penis?

LAWRENCE LANOFF: Of course. What else is there? You know, I have a penis, it feels good on one tiny spot, I need to rub that spot until it feels. And that's it. Of course they can learn, but good sex does not fall off the truck. So for the ladies listening to this, I just want to say, if you're feeling shut down sexually, it is not all your fault. You know, a lot of times it's like, "Oh, well, you don't know how to orgasm," or, "You can't let go." Well, you know, I come back to the guys and I say, "Well, did you create a safe enough space for her to let go?"

CLAIRE CASEY: Well now you bring up something interesting, and we touched on this just briefly before. The thing about creating a safe space, that's a little bit different from the single note versus the orchestra because I think the two are connected very strongly, but they are also very separate in a lot of ways. So maybe talk about the intersection of those things and how, you know... maybe we can figure out a way to come back around to how women can help the men that they love.

LAWRENCE LANOFF: Exactly. Now we're talking. So now you see, I mean this discussion shows you exactly what it is. It's... In essence, it's a spider web. You cannot pull on one thing without it affecting the whole of the other. And that's the thing. These things wind together. So a man may have one note, but a woman can say, "You know what? One note is not acceptable to me," in a polite way. You don't want to say that like "What?" like that's the thing, we have to learn a skill of communication, but a woman also needs to learn what is it that turns her on.

CLAIRE CASEY: Yeah.

LAWRENCE LANOFF: So if she doesn't know what turns her on, which she may not because again, the most feared, compressed thing is female sexuality, so these questions become like, you want to try to answer them but then it's, you've got 50 things that are roadblocks to you experiencing pleasure. So a lot of the work that I feel, the deep, deep, deep, spiritual work, where spirituality intersects sexuality is starting to clear those frameworks that are keeping you from your pleasure. Part of what's keeping you from your pleasure is your ability to communicate your sexual needs. "I want to be touched in this way," right? And I'm going to communicate it in a way so I'm not a teacher. You know nobody wants a mom teaching, you know you don't want to be in those dynamics, you want to be in the dynamic of, "I am lover. I am a sexual woman. I

am an orchestra, and I'm going to show you how to play other instruments other than your little one note Casio, which is just like ding ding ding, right? Because I want to experience more." See, that's the thing. You have to... this is where we started! You have to value you, and say, "No, I want something more." Because you deserve more. Why do you deserve more? Because...

CLAIRE CASEY: And because it's such a foundational gift. Our sexuality is so enormously huge in our lives, and we squeeze it into this eensy weensy boring little box when it should be allowed to be enormous and intersecting with so many other parts of our lives. So yeah, I hear you loud and strong saying learn what gives you pleasure, saying to women, learn what gives you pleasure so that you can invite men to give you pleasure, because it's going to give him pleasure too, I believe.

LAWRENCE LANOFF: Yes. No, I'm going to tell you a secret about this.

CLAIRE CASEY: Oh, good.

LAWRENCE LANOFF: Okay...you've got the secret sauce right there. If you know your pleasure and you can invite him into the workings of that pleasure and he can bring you to the depth of orgasm that makes you scream and makes your body shiver and makes you orgasm so hard that you weep, that is addictive to men.

CLAIRE CASEY: Oh did we just get to it finally? Like some heart of the matter? I think you just did.

LAWRENCE LANOFF: Yes. That is how it works. It is...that's why you'll see everything wheels on itself. This is not just about you being selfish. In fact, with the women I work with, I want you to be selfish. Selfish is a beautiful word because selfish means you are learning about you. This is a beautiful thing.

CLAIRE CASEY: Okay let me throw a wrench in.

LAWRENCE LANOFF: Okay.

CLAIRE CASEY: What if you have this knowledge and you're learning as a woman what turns you on, what arouses you, what makes you hot and you invite your man into this and you don't get the kind of... I mean you get a, "Let's just do it, baby," kind of response?

LAWRENCE LANOFF: Okay, here's my response to that, Claire. This is an easy one. If I told you that a million dollars was at stake, you would figure it out, right? It's not enough to just go, "Oh, I taught him and he didn't listen." Of course people are resistant. Guys, you know, they can be arrogant and like, "No, I know everything." That's not a good enough answer. Now there are...now here's the thing. You have to...you want to...it's so important that you want to do it until he starts to understand, right? So at first, of course, you're changing the train, you're like, "But we've always done it this way! I always hump you like a rabbit and what? You what me to play strings?!?" I mean he's not going to know what to do because you're changing the conversation. But here's the thing: If you change the conversation in the right way at the right time, he'll be open to it because, you know, you don't understand what it is to a guy's confidence to make their woman orgasm. It's like the greatest feeling in the world. It's like, "Oh, my girl came 6 times today! Wooo!! I am king of the world!!! Blah blah blah." It's an awesome feeling you know? It's a bonding feeling, it's an intimate feeling. So that's why teaching, and really...you know, it's not one discussion, as you can imagine. Who learns anything one time, except not to touch a hot stove? You go, "Okay good, like this is a learning process." So...

CLAIRE CASEY: Well I like hearing that. I think it's a good word to say you keep inviting a man in, you keep encouraging and showing and demonstrating and it becomes its own reward. The better your sex is, the more you want to have better sex.

LAWRENCE LANOFF: Exactly. You hit on it, like I couldn't say it any better. So I will say it again. The more you have incredible sex, the more you realize that you can have incredible sex, which means you want more incredible sex. And typically, that's where people enter the conversation of Tantra. That's how they get to it because they go like, "Oh maybe he's having ED problems or maybe she's feeling inorgasmic," and at some point as a team people get together and go, "No, I want to change this." Because at some point, you start to realize that the hourglass is running out of time and it's like, if not now, when? Like, when are you going to do this? When are you going to learn about your pleasure? When are you going to cut the BS and get down to...You deserve to feel good in your body. You deserve to feel massive amounts of pleasure, but if you don't have that as a reference point, then what I'm talking about sounds like rainbow unicorns right? But



that's why there are people like me who can actually give you an experience. And they're out there, there are lots of people out there who can help you set new reference points for what's possible and then you go, "Oh!" Like the macaroni and cheese is good if you don't know that there's anything else in the world. Like anything else, you know?

CLAIRE CASEY: Like lobster.

LAWRENCE LANOFF: Exactly. But once you taste lobster, you now have a reference point, right? And so when somebodies trying to throw macaroni and cheese at you, you're like, "You know what? That's all good, but I'm interested in some lobster, here."

CLAIRE CASEY: Okay, we've been talking about women and we've been talking about how women can learn what turns them on sexually, what absolutely, you know, revs their sexual engines, what makes them feel good and have successful sexual experiences with men. Can you talk to us about guys? Because women know that guys are driven all the time with the movies that play in their heads and you've even worked for *Playboy*. You know very well how to even stoke those fantasies. What those fantasies are about, what the substance of those fantasies are, and I think that it's scary for some women to think, "Oh my gosh! The stuff he thinks about is way overwhelming." And I think even guys sometimes say, "Oh my gosh! If she knew how much I thought about sex, who I want to have sex with..." You know, 'cause guys, I think a lot of times they want to have sex with you but they also, it comes through their head when they're talking to the chick at the counter, and your sister, and the teenager next door, and all kinds of people and places and stuff. So how can a woman discover the good powerful erotic desires that a man has without feeling overwhelmed or that she has to do, you know, he wants to have sex with 17 women at once, and she's like, "Wait a minute!"

LAWRENCE LANOFF: That's really fun by the way. But let's get back to business, here. But no... I think that the thing is you have to make a distinction here, okay? There's a distinction between sexuality and eroticism. So as far as I'm concerned, I never look at sexuality through a moral framework. I just don't, because it's never helpful in, you know, counseling people, because they are already feeling ashamed for their desires. So you know your man is, as well, right? Because we're men.

I mean, trust me on this, he is fantasizing about something that if he knew you knew, he would be horrified. That's just how it is, right? And what that tells you, because that is the norm, it tells you that that's the norm, you know? That that is what... that's kind of how we're wired. So if you kind of roll with it instead of going like, "Oh that's really icky and weird and I don't know how I feel about it," and you just kind of say, "Okay, it's just what it is," right? He may or may not open up to you about it, but you can certainly start to open up his erotic mind. And that opening of that erotic mind is understanding that there is a difference between, "I want to have sex with 17 women" and, "Let's organize having sex with 17 women. Let's get that together, okay?" I mean, really. Think about the mechanics of that. It's like it's any fantasy that you choose to turn into a reality is going to have mechanics involved. It doesn't matter what it is. But in your mind, you can do any and all of that. So it's making the distinction between physical sexuality and the erotic mind and stimulating the erotic mind... I mean, come on, that is not just a male thing, that is a female thing. If I don't stimulate my woman's erotic mind, how is she going to relax and orgasm? Like an orgasm is just a physical piece of, you know, this moves that. But you know it can be friction. But what turns it into an erotic tantric experience is when you start to put all of these in place. So the way to get around the feeling of overwhelming, like, "He wants to do that and that and that," is to forget about thinking about doing it. Like take doing it in three dimensional reality off the table and learn to stimulate his erotic mind. And now we're you know, let's just say he's into—I don't know—hot green leprechauns, you know? Like, if you stimulate and roll with that, and he's making love to you and you're like, "Oh man, I just... it turns me on when I think about you with these leprechauns, these hot female leprechauns," you could be like, "Oh, yeah. Now we're engaged in a physical action with an erotic intelligence to it," and suddenly this entire realm of sexuality, this storehouse that he's been hiding can start to come out and he can share that with you. And now you want another piece of addiction? Now you are becoming a source of stimulation and safety for his erotic mind where he begins to feel like, "Well, yeah. I can talk about that because my woman is so cool that she..." Because he may not even be making that distinction that there's eroticism versus actual reality. But once you start to make that distinction, it's like "Oh!" a whole universe opens up. Does that make sense?

CLAIRE CASEY: Yeah, it absolutely does. Yeah, you become a woman who can accept a man's erotic, you know, fantasies and who can even feel them.

LAWRENCE LANOFF: Exactly.

CLAIRE CASEY: Become a source of, it becomes somebody's he's just not going to let go because those kind of women aren't just hanging out, you know, outside the drug store. They are very, very much to be treasured and held on to.

LAWRENCE LANOFF: Exactly. A safe space where you can share your deepest sexual desires and actually have them fueled.. like wow. Sign me up, right?

CLAIRE CASEY: Yeah. So how do you get... how do you find out what those are?

LAWRENCE LANOFF: Well you have to really... That's where it's really essential to let go of judgment. And this would be true... this is true for everybody, but specifically for him. If he says, you know... Let's say you say, "What's your deepest desire? You know, share with me some naughty desire that you have," and he goes, "Oh, I'd love to have a threesome with your sister and you," and you're just like, "Oh, gross! How could you? That's disgusting. Like what? My sister?" Right? Because you're missing the point, you're thinking about it in the realm of actual reality. That's the mistake. If you understand that he is sharing a fantasy in the realm of eroticism, in the realm of erotic thought, you can go, "Oh, interesting okay, well, what would that look like?" right? So now you're... he lobbed this, you know, he lobbed the ball over the net and you just kind of gently hit it back to him and said, "Huh. I kinda like that, tell me more." So now he's feeling that sense of like, "Oh, okay. Well, that was safe. I put my little paw out and it didn't get smacked." So now he's like, "Oh, cool, okay." So you begin to stoke the fires by saying yes and realizing that, you know, it's kind of moving into the realm of self acceptance and accepting of him and understanding that erotic thoughts are beautiful things, whatever they are, because they're thought. And if we were able to just make that distinction and welcome eroticism and thinking, then, you know, the energy flows. And when the energy flows, things feel good. The problem, the pain that you're having you know, everybody is where we feel stuck. That feels terrible, but once it flows, it's like, "Ah!" right? And let's tie this back to like jumping off the cliff. The guy is looking to jump off the cliff and feel that moment of flow. Well, that's what stimulating his erotic mind does.

CLAIRE CASEY: I liked that you used sort of the volleyball analogy. A sense of playfulness and play in there. But let's also like, consider what happens if he lobs a little shot out there and you really are, that's sort of out of bounds for you. You're like, "No, that doesn't work for me." Maybe it touches on some of your own baggage or your own past. What do you do with those when those, you know, careful shots turn, they touch on something dark and frightening for you and you're like, "This is not the time or the place for me to figure that out, that's out of bounds for me, that's off."

LAWRENCE LANOFF: Right. Well that's the realm of communication. So you're entitled to take care of yourself. That has to do with needs. So you're encouraging him to, you know, speak about something, and he says something that triggers some deep emotional past, take care of yourself and say, "Hey you know, I really appreciate... but that is just... Woo, that is way over my head right now. Can we start with something a little more, you know... let's take something else?" Like, you have a voice, you can use it. You're entitled, you know? That's the beautiful thing about this. If you keep it like a playful thing, you know, let's just use the analogy of a volleyball. If I'm getting aced every single time I step up to the net, I'm not going to step up to the net. So I might say, "Hey, that was cool, but that is way over my head. Can we try something that is a little more of a lob? Like, oh, I don't know... You want to kiss my feet or something, let's start with that," you know? Like, it doesn't matter. What matters is you're opening the discussion, you're starting communication, and that's the big "c" word in a relationship. That's part of being... creating that addiction and attraction is being able to have deep, vulnerable communications in non-volatile ways. So if he stimulates that, you know, he says something, and you're just like, "Bah! That's really frightening!" You can share that. You can say, "Wow, that's really scary to me, I'm not even sure why. Let's try something else." Well, now you included him in the process. Whereas if you said, "Oh I can't believe you said that!" and boom, you just go into reactivity, you just closed a door that will be a lot harder to open the next time.

CLAIRE CASEY: Point well made, and another reason to just revisit the fact that we started this whole conversation today, you started us out by saying, you know, know your own needs and your own fears.

LAWRENCE LANOFF: That's right.

CLAIRE CASEY: Specifically with regard to sex, even. What are the things that you most love and that most arouse you, and what are the things that you're not ready to open the door on and take...or even take out and deal with right now? Where are those points inside yourself, too?

LAWRENCE LANOFF: That's right. Yeah. And the beautiful thing is by engaging in this internal dialogue with yourself and writing about it and, you know...Again...take care of your needs. I mean, you may need to write in a secret journal or you may need to know 100% that nobody will have access to that or have a pass coded account you know someplace where you can articulate these things but maybe keep them super private. Like you're entitled to privacy. So that's another thing, like frankly, I don't think you want to know every single thing that's going on in his erotic mind, and I frankly don't think he should know every single thing that's going on in your erotic mind. Like it's okay to have some parts of the conversation that are just private for you. And that helps create safety. You may slowly take those out and go, "Wow, I'm feeling so safe and comfortable, I'm ready to go for eel number three, you know, one of the last three eels, but you got to work up to that.

CLAIRE CASEY: Okay, we're coming closer to the end of our conversation and I gotta get it out there 'cause you have delivered on our promises here, this notion of getting him just utterly addicted to you by giving, well by knowing yourself and by giving him permission to engage in a deep and fulfilling and playful sexuality with you. That doesn't even really put it into good words. I don't think it really puts the power on it that you've led us through, but I want to be sure to get to this last good one which is: how can a woman get what she wants out of sex every single time?

LAWRENCE LANOFF: Wow. Yeah well, you really hit on it. You want to get what you want out of sex every single time?

CLAIRE CASEY: Yeah.

LAWRENCE LANOFF: Learn what you love and communicate about that. No mind reading. "He loves me, he should read my mind." NO! He loves you, you have a mouth, communicate, right? So like really be clear. "I want you to touch me here gently and slowly. In fact I'm going to use some words, okay touch a little bit faster. Okay that's good. Just do that. Let me

relax into that.” Be clear about what your needs and desires and wants are, and communicate about that, right? Now if you are with somebody who is not willing to go there with you, then that’s an entirely different discussion and outside of the bounds of this call. If you want awesome sex, you need to know your own body and there are, you’ve got to start there. You have to know, “I like this, I want this, I’m going to communicate about this.” Is it scary for you to communicate about your pleasure? Sure. But still, what do you want? That comes to our original question. What do you want? Do you want to spend your life kind of wishing that you were that woman who is free and open, or do you want to become that woman who is like, “No, I know my body, I’m comfortable and I’m going to communicate about that”. So how do you get what you want out of sex every time? Communication, skills drill, play, have fun, even do like an exploration lab. Like have an evening where you go, “Okay this is just going to be playing and experimenting, we’re not going to get anywhere. I want you to try touching me in this way. Let’s try these. Let’s play with some toys.” You know, like make it fun.

CLAIRE CASEY: I love that, and I love the sense of power that it puts in women’s hands. I’ll tell you this funny story, and it goes back to what we said before about great sex makes you want to have more great sex. My girlfriend was in a situation where her man was facing a really awful thing he had to go through and it was just like he dreaded it. They both dreaded it, it was going to alter their whole lives and she wanted to like really capture this time, that time before he had to face this surgery, this scary thing. So she told him and I cannot tell you how amazed I was when I heard her describe it to me. She said, “I decided I was going to give him a blow job every day until. . . and this was like, we had months.” She said, “I’m going to give him a blow job every single day until we get to this procedure.” And I was like, “What? What?” And she said, “Yeah, I just want to give him that.” And I thought, holy cow their lives are about to take an enormous turn. And she did it! And he, I cannot tell you what joy those two crazy people got out of. . . and it turned out that it didn’t really necessarily look exactly like that, because just giving him this sexual gift, this gift of, “I want to give you pleasure and you love this,” it turned into an enormous celebration of their love for each other, their sexuality, and it spread to others of us! Because girlfriends tell all this stuff.

LAWRENCE LANOFF: Of course.

CLAIRE CASEY: We tell it. And of course, the first thing I had to do was go say to my husband, "Do you know what she did for him?" and he was like "Holy cow!" And of course now we have our own sexual reawakening because there is so much joy in that. And I hope all of the *Capture His Heart* people and all of the people who know and have experienced Lawrence Lanoff and all your services and products that you've delivered to people, I hope you hear this, that it's worth investing in because it really, really causes you to wake up in the morning and celebrate life, regardless of how dreary or cold or nasty it is outside or what you're facing. That foundation with another person is so powerful and so... it's almost communicable isn't it?

LAWRENCE LANOFF: Oh, definitely.

CLAIRE CASEY: It spreads. It just builds on itself. And I hope you hear that and get a little bit of that joy and that juice for yourself, because it's just such a good thing for every woman and man to have. I just... that blow job a day thing.

LAWRENCE LANOFF: Well, let me tell you another little quick secret before we run here.

CLAIRE CASEY: Okay.

LAWRENCE LANOFF: You can ask for a blow job from him. In other words, you can also have all the oral pleasure you desire. Like you could have a thing where you go... like it's okay for you to go, "I want that," you know? That's the beauty of this thing. Like what do you want? What would make your heart sing? And you just go like, "Ahh! I'm alive!" You know? And, like, you deserve that. You deserve to have your pleasure.

CLAIRE CASEY: Amen to that. That's awesome. Yeah and that was true of us, too. She thought she was going to be doing "sex," doing something for him, but it definitely did not turn out that way.

LAWRENCE LANOFF: Oh of course not. Of course because once you get that flow flowing, of course you want to reciprocate! You want to share the love, that's the beauty.

CLAIRE CASEY: Well alright, we're going long but I don't care. Do you have any secret techniques that you want to share with us?

LAWRENCE LANOFF: Of course. I love secret techniques. Here's one that... I will call this the "When Harry Met Sally" technique, which is learn to use your voice. If you want to increase the emotional intensity of sexuality, learn to let yourself vocalize. Female orgasmic vocalization is crucial for great sex, right? So even if that means that you have to kind of put a pillow... I know 'cause some of the situations we're right on top of our neighbors or, you know, kids, but the bottom line is make sure you give yourself some time to vocalize, to be able to use your sound so that you can be like, "Ah, yes! Pleasure," because that... It turns out that female vocalization, orgasmic vocalization stimulates powerful places deep inside his brain. And that's one of the reasons you see you know, it's absurd, but you see like porn stars like, "Oh! my god!" They're just making it so over the top because they get that the importance of that mechanism and what it really is. If you study Tantra and things like where you have a more, have a deeper spiritual sexuality, you can learn to bring your authentic voice out, and that is a secret because it just, it stimulates his mind in ways that I can't even explain. It makes great things happen. So these are my two.. [These...?] It's simple right? It seems like, "What, making more noise?" Yes. Make more noise! Definitely! And the other secret, again, I'm just going to reiterate, we sort of brought this out, but I want to highlight this, which is teach him the secrets of your deepest pleasure and he will always be addicted to you. Because for men it is such a beautiful thing to watch his woman orgasm and to participate in that. It's like, it is such a powerful expression. It makes him feel better, you feel better, you're getting more of what you want. It's all good all the way around, right? And, of course, learn. Like that's the fun thing: learn. I have a friend of mine who is in a long-term relationship, and she was like, "Can you teach me a little bit, I just want to know how to give a better blow job." Well, guess what? You can learn those things. You know you can learn techniques, so study. Like make sexuality part of your learning. That's one of the things I'm teaching men, you know, because they're like, so many of them just think like, "Oh I know it all." Well, you know what? You don't. And even if you did, like, I'm learning things all the time. I learned something yesterday, you know? Like you can learn, and learning is beautiful and that really is a framework that... that's one of my secret techniques. I mean as silly as it sounds, learn things. Like learn about sex. There's a universe out there of pleasure, and you are entitled to learn things. Like say, "You know, I want to really study blow jobs. I want to know like what turns you on." You know and have



those discussions, because guess what? He knows. And you ask any man in the world, any man, if he's being honest with you, he will tell you what his favorite blow job was.

CLAIRE CASEY: That'd be kind of a fun story wouldn't it?

LAWRENCE LANOFF: Yeah.

CLAIRE CASEY: Just a fun sexual encounter with your man is to ask him about the best blow job he could ever get, what would it be like?

LAWRENCE LANOFF: That's right.

CLAIRE CASEY: That would be fun. Yeah, I like the notion of learn, but I also want to like, inject a caveat there and say don't learn your stuff from watching traditional porn.

LAWRENCE LANOFF: Oh no! Oh definitely. Yeah, yeah, no.

CLAIRE CASEY: It's something, it's geared for a whole different, it's not geared for that.

LAWRENCE LANOFF: Well let's talk about porn real quick. Porn is not for the performers' pleasure, it's for the viewers' pleasure. So what you're seeing is not what feels good. And I know this because I have actually, you know, I have had some clients who have been in the porn industry, female clients specifically, and you know they're shocked and I'm shocked, right? I'm always shocked when somebody who's like, their business is that and they cry because they haven't ever had this kind of experience before. So understand that, you know, definitely that's not the place to learn. You want to learn, there are excellent books out there, and excellent resources to learn specifics and also just ask. Like just ask, like you said, like what would be the ideal you know...what would make you just go crazy with desire? And if he's willing to go there and feels safe, he'll tell you.

CLAIRE CASEY: Awesome. And you have to be able to do the same for him.

LAWRENCE LANOFF: Absolutely.

CLAIRE CASEY: Here's the kind of oral sex that would just kind of do it for me every time. Or the kind of, I don't know, touching, massage, positions, whatever it is. Yeah, being able to invite him to give that to you, to share that.

LAWRENCE LANOFF: Oh yeah, it's just a beautiful thing, Claire. It's such a beautiful thing when you can share the deepest sexual intimacies with your partners. It's like "Oh! the world is a better place," and you see it. You can see it in people when they have that connection, when they have that fire, when they're exploring those things. You see it, you feel it. So it's worth going there.

CLAIRE CASEY: It is. Lawrence I cannot thank you enough for doing this with us. You guys, this has been Lawrence Lanoff. That's L-A-N-O-F-F if you can't quite tell how it's spelled, and I'll be sure to put that in. We'll have a download here for you of the transcript so that you can get that and know who he is and maybe visit his site and check out some of what he's doing in the universe. Thanks for like sharing some of your heart for human sexuality and women's opening and freedom in sexuality. I love your heart for that and the care you obviously have.

LAWRENCE LANOFF: Thank you. I really do. I mean it's... I feel like women deserve to experience the pleasure that they are born to experience. And everything I can do and anything I can do to facilitate that, I want to do. The world is a better place if women are feeling self compassion, loving and turned on and alive. The world is a better place. That's just the reality.

CLAIRE CASEY: What a great note to end on. You guys, this has been Claire Casey with Lawrence Lanoff, and we're so glad you had a chance to join us and listen, and we both wish you the absolute best. 'Til next time, 'til we talk to you again, take care, everybody.