



Empowering you Organically - Season 5 - Episode 35

Title:

Hosts: Jonathan Hunsaker & TeriAnn Trevenen

Guest: Susan Bratton, CEO of Personal Life Media

Description: Ready to put serious sizzle back in your relationship? Today, we're talking about your libido, we're talking about sex drive, and we're talking about how to have fulfilling lovemaking with your mate, because it is vitally important. Learn the difference between testosterone driven and estrogen driven approaches to intimacy. Listen in as Susan teaches us how caring for and nurturing the sexuality that is your divine right as a human being on this planet, leads to the intimacy and connection that we all deserve to have.

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About Susan

Susan is a champion and advocate for all who desire passionate relationships. Considered the Dear Abby of sex, Susan's fresh approach and original ideas have helped millions of people of all ages and across the gender spectrum transform sex into passion. Married to her husband, Tim, since 1993, Susan is an author, award-winning speaker, and serial entrepreneur, who teaches passionate lovemaking techniques to her fans around the world.

Susan has been featured in the New York Times and on CNBC and The Today Show, as well as appearing on ABC, CBS, The CW, Fox, and on NBC as the Marriage Magician. Susan is the Chair Emeritus of The AdTech Conference. She was both CMO and a member of the board of directors for an Anthony Robbins tech startup, as well as serving on numerous boards throughout her career.

In 2009, Susan was honored as a Silicon Valley Woman of Influence by the Business Journal, and as a top 10 internet pioneer by Ad Age Magazine. In 2010, was bestowed the Lifetime Industry Achievement Award by DMG World Media.

Susan talks about, after 25 years of marriage, "I know from experience that deep passionate intimacy with my partner is priceless, a priority that tops my list of must-haves, alongside good health and the love of family and friends. I have made it my mission to aide anyone who wants the kind of lovemaking that improves with age."

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Why Are People Afraid to Talk About Sex?

- We don't really get a sex education, we get a procreation education, or a "How to not procreate" education.
- Abuse
- Adult programming is so prevalent now, that people are getting "their technique" from adult programming, which is complete fantasy, primarily degrading to women.
- Embarrassment
- Shame
- Religion

Why Don't Our Parents Talk to Us About Sex?

They don't know.

When they try to talk to us, we roll our eyes and like "Oh god, I don't want to talk to you about this!"

Fundamental Thing About Libido

Men are testosterone-driven, and women are estrogen-driven, and they make us wildly different in good ways and in ways that confound each other. So, we come to our connection from different perspectives.

"Revive Her Drive"

Men 'do' to women what they want her to do to them because that's what they know. Once you teach a man how to approach a woman the way estrogen needs to be approached, then all of a sudden, everything breaks open for the two of them.

Role Reversals

There are people at this end and this end that are the minorities, but the general majority is heterosexual, monogamous, masculine/feminine, but there are people where there are reversals. And it doesn't matter if it works for both people if there's what is called polarity.

Polarity

The masculine/feminine magnetic attraction of opposites.

Getting Over Your Mental Block Surrounding Sex

Education is number one.

The Soulmate Embrace Technique

- Instead of trying to go from 0 to 100 miles an hour in your intimacy, start with the real foundations, like resetting your polarity.
- Why not just start by holding each other again? Holding and being held sets that polarity in.
- For the masculine, his job is to help the feminine get out of her mind and into her body. Our bodies are a temple, they are sacred. We can have sacred sexuality if we can connect at that level of intimacy, pleasure, limbic connections, soul connection, looking in each other's eyes, syncopating our heartbeats, slowing our breath.
- "Setting the Lover's Space," having water, some strawberries and grapes, organic lube.
 - Put in place all these little things, and hold her, and stroke her, and calm her down.

- Arousal and pleasure are actually the toggling of the sympathetic and parasympathetic nervous system.
- Testosterone is “Full speed ahead!” But estrogen is like “Doodily-do, doodily-do, do, do.”
- Slowing down does so many things.
 - It’s the touch of oxytocin.
 - It’s the engorgement of our genitals.
 - It’s the reconnection with each other.
 - It’s the polarity that gets set in.
- Women need full body touching and stroking, they need their entire proprioceptive grid of cells really smoothed and touched and loved.

The Sexual Soulmate Pact

- “Okay, how about if we have this agreement where every time we’re intimate, I’ll tell you all the things my body is telling me she needs, so I can clue you in so you can be a winner in the bedroom with me.”
- Men are ruled by their hormones the same as we women are.
- When she blurts out any course corrections, and you can go both ways with this, of course, but this is very masculine/feminine, when she blurts out “Go harder,” “Go slower,” “Oh, you’re on my hair,” whatever she’s needing to say, and the only thing he does to respond is, “Okay, baby,” or “Got it,” or “Is this better?” or “Thank you.”

Sex Drive and Libido

You need good hormones to have a libido, but that’s only a small amount of it. And it’s all of these touch techniques, and calming your nervous system, and feeling safe, and your other areas of your relationship being met and supported, that are also a big part of your sex drive, what makes you want to be with a person. That’s beyond libido, that’s actually your interest in sex, not just the fact that you feel like having sex, but that you actually take action and want sex.

How Females Can Approach This with Their Partners

When you download my e-book, and you print it out, or you send the PDF to your husband or boyfriend, or you go out on date night and you read it together, or you read it in the car together, or you read it over dinner together, or whatever it is, or you leave it under his pillow, whatever you need to do, have him read it so he gets it and follows it, and say, “Could we make this pact? Could we have this pact in our bedroom? Let’s try it.”

What Makes A Strong Libido?

- Hormones
- Creativity
- Vitality
- General Health
 - Supplements
 - Botanicals
 - Ashwaganda
 - Maca
 - Cacao

- E-Plexx/T-Plexx
- Nitrates
 - Citrulline/citrulline malleate
 - Arugula
 - Dill
 - Cabbage
 - Beets
- Set a little intention that you're caring for and nurturing for the sexuality that is your divine right as a human being on this planet, to have the intimacy and connection that we all deserve to have.
- Blood Flow

What Decreases Libido?

- Outside Forces
 - Repression
 - Shaming
 - Lack of Knowledge
 - Ignorance
 - Fear
- Aging (genital atrophy)

A Man's Semen Is Very Healthy for A Woman

- It has luteinizing hormone; it regulates her cycle.
- He gives her serotonin.
- He gives her testosterone, which gives her more courage and lowers her anxiety.
- He gives her zinc and other minerals that help her clear brain fog.

[Deeper Dive Resources](#)

“Revive Her Drive”

<http://www.reviveherdriveprogram.org/>

The Soulmate Embrace

<https://personallifemedia.com/soulmate-embrace/>

The Sexual Soulmate Pact

<https://personallifemedia.com/sexual-soulmate-pact/>

Susan's Instagram

<https://www.instagram.com/susanbratton/>

Susan's YouTube

<https://www.youtube.com/c/BetterLover>

Ashwaganda

https://en.wikipedia.org/wiki/Withania_somnifera

Maca

https://en.wikipedia.org/wiki/Lepidium_meyenii

Cacao

https://en.wikipedia.org/wiki/Theobroma_cacao

Citrulline

<https://en.wikipedia.org/wiki/Citrulline>

Organixx Supplements

<https://shop.organixx.com/search?q=sexual+health>

Organixx Articles on Libido

<https://organixx.com/?s=libido>

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