

# **X & Y COMMUNICATIONS**

**Your Ticket To A Wildly Successful Dating Life**

## **2007 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**, we maintain a more positive focus. Instead of learning to deal with bad relationships and / or a high percentage of rejection, we think it's a much better idea 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. We show you how to become 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.

We also believe that 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. And we realize that the very sharpest of those potential mates would never,

ever let themselves fall into the trap of pure "seduction" tactics. We've yet to find anyone else out there with such a focus, 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 resources 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 we're convinced the opposite is equally true. So talking together about what can make that reality is a two-way conversation, the way 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, 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 at **X & Y Communications**.

At **X & Y Communications** we go out of our way to find fresh, groundbreaking topics to cover. Nobody else had ever presented dating advantages for men of shorter stature until we did. Similarly, [Cook For Your Date](#) is the world's first complete toolkit for making a perfect dinner for two happen at home. Our latest book, [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 than X & Y, either. From our weekly newsletter, to our 8-part mini-course for new subscribers and our 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.

If you've noticed that other dating advice out there tends to appeal to a low common denominator of "trashiness", you'll also notice that we keep things clean around here. Presenting our message with class is a high priority for us.

***"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))

## WHO WE ARE



### Scot McKay

#### Chief Executive Officer -- X & Y Communications LLC

**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. While with Young Life, he eventually worked 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 nearly five 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 new bride Emily (see below). As such, Scot has gone back to his roots after a successful career in the IT world as a manager for such companies as Lucent Technologies and Extreme Networks...and **X & Y Communications** is born.

***"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

### Keys To Bliss Division Manager – X & Y Communications LLC

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 on 12/9/2006, and resides in San Antonio with him.

She 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 recently launched her own newsletter entitled "[Keys To Bliss](#)", and produces a monthly audio program entitled "[Power Sessions For Women](#)".

### MAJOR WEB PORTALS

- <http://www.deservewhatyouwant.com> -- Core Web presence for X & Y Communications
- <http://www.datetoorder.com>-- Main site for DateToOrder, dedicated to online dating coaching services
- <http://www.powermonogamy.com> -- Portal geared for those who are relationship-minded
- <http://www.x-net-media.com> -- Home of the X-NET worldwide mediacasting network

## BOOKS AND PROGRAMS

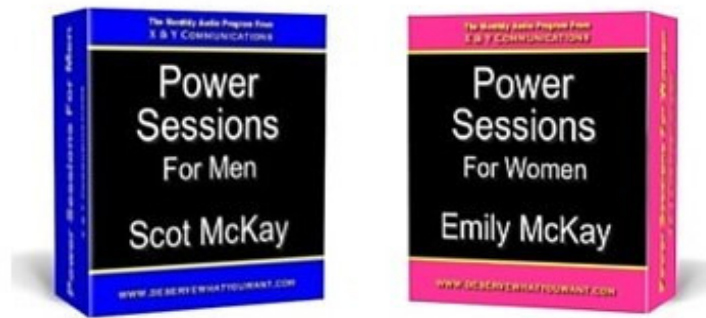


Scot McKay is the author of three books, each available electronically from <http://www.deservewhatyouwant.com> or in paperback from <http://www.lulu.com/xandy>.

[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.

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.

The latest book Scot has written was released in **February of 2007** and bears the intriguing 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 already 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.

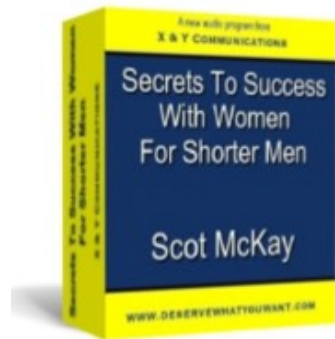


**“Power Sessions”** is a monthly audio series that transcend mere tips, tricks and tactics and positions men or women to deserve the very highest echelon of the opposite sex.

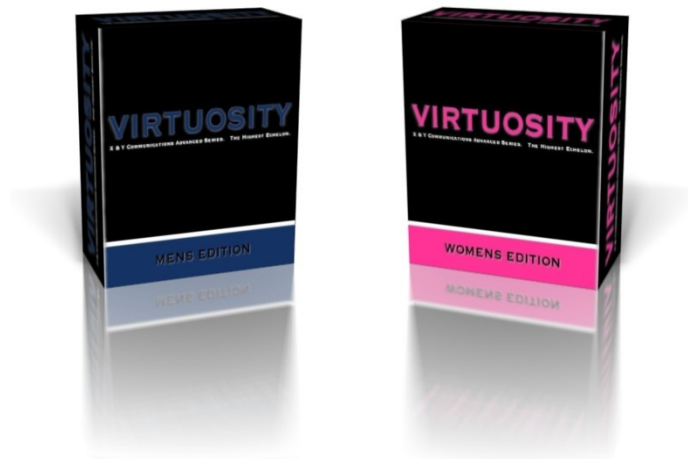
Every month, Scot and Emily break down specific components of what it takes to be a man or woman who deserves the very best. Emily speaks to the women, and Scot does the program just for guys. Represented is the most advanced level of information offered by **X & Y Communications**. Wherever the listener 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 program are collectively known as the "Deserving Community".

With every order, the first month of **"Power Sessions For Men"** or **"Power Sessions For Women"** is offered for **FREE** as a way of driving subscriptions to the program.

Both programs are available at <http://www.deservewhatyouwant.com>.



**“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. Found at <http://www.nottooshort.com/>.



Following on the success of their highly original and targeted books and programs, **VIRTUOSITY** is Scot and Emily’s latest project. Positioned as their all-important flagship product, the new advanced series features a world-class combination of written material, multi-media content featuring an all-star cast of world-class co-hosts, 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”.



## 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 **long-term high ranking 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** and also enjoys “featured” status on iTunes. 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). **EliteMate.com**, an online dating site, 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 **August 2007**. The show’s popularity is evidenced by its consistent placement on **page one of iTunes’ “featured” list** and the **worldwide Top 25** for its 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 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 the clearly original subject matter dealt with on a weekly basis 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 already featured in iTunes, has headed the “New And Notable” list and already appears regularly in the **worldwide Top 25** under the competitive “Health/Self-Help” category.

Rounding out the **X-NET** 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, regularly placing in the **worldwide top 25** in its category.

With up to **1200 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.

## ADDITIONAL RESOURCES

Above and beyond all that has been mentioned thus far, **X & Y Communications** continues to extend its mindshare through the following additional resources:

- Social Networking – [http://www.myspace.com/x\\_and\\_y](http://www.myspace.com/x_and_y)
- Article Distribution (free for reprint) – <http://feeds.feedburner.com/scotmckayarticles>
- Blog – [http://blog.myspace.com/x\\_and\\_y](http://blog.myspace.com/x_and_y)
- Interactive Map Of Customer Base – <http://www.frappr.com/xandy>
- Affiliate Marketing – <http://www.dating-resources.net>
- Discussion Forum – <http://www.deservewhatyouwant.com/forum>

## 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” 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 met online. What are some online dating tips that you can share?

- **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 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@xandycommunications.net](mailto:info@xandycommunications.net)**
- **Fax – +1-413-383-4464**
- **Skype VoIP – 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”** 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 PR4.
- **Promotion In Our Blog And/Or Our Aweber Newsletter** – Again representing a reach of several thousand readers.
- **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)