

The Science of Fetishes

By Connor McGonigal

All rights reserved.

© Connor McGonigal

No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without permission in writing from the publisher.

While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

Contents

Preface	3
Chapter 1: How It's Caused	11
How Do Fetishes Form?	13
What If You Don't Feel This?	24
Chapter 2: Escape From Self	26
Chapter 3: Validation	31
ACTION: Identifying Emotions	43
Conclusion: The Cause Of Fetishes	44
Chapter 4: Analyzing Arousal	46
The More, The Better	46
Interracial	49
Inadequacy Through Being Unattainable	50
Sexual Inadequacy	52
ACTION: Identifying Inadequacy	54
Other Sources Of Inadequacy	56
ACTION: Identifying Inadequacy 2.	59
Conclusion: Inadequacy	60
Chapter 5: Healing Inadequacy	63
Chapter 6: Conditioning	67
Chapter 7: The Science Of Fetishes	80

Preface

In this series of four ebooks, I will present a compilation of the current scientific knowledge of fetishes; particularly focusing on the cuckold fetish, it's causes, and how to change. Psychotherapy is currently the recommended first-line treatment for problematic fetishes,^{1 2} and self-help books can be as good and even more appropriate in this field.³

Fetishes are caused by your own unique psychology, and thus understanding your fetish gives you a chance to understand *yourself*. They can be a window into the deepest aspects of your psyche, and can tell you so much about why you are the way that you are. You have an opportunity to uncover a new realm of self-understanding, and shine a light on your life up to this point, whether you want to change your fetish with it or are just curious.

¹ Thibaut, F., Barra, F.D.L., Gordon, H., Cosyns, P., Bradford, J.M. and WFSBP Task Force on Sexual Disorders, (2010). 'The World Federation of Societies of Biological Psychiatry (WFSBP) Guidelines For The Biological Treatment of Paraphilias'. *The World Journal of Biological Psychiatry*, 11(4), pp.604-655.

² De Silva, P. (2007). Paraphilias. *Psychiatry*, 6(3), 130–134.

³ Penix, T., (2008) Paraphilia Not Otherwise Specified: Assessment And Treatment. In: Laws & O'Donohue (eds) (2008) *Sexual Deviance: Theory, Assessment, and Treatment*. New York: Guilford Press. p429

Public knowledge of fetishes is poor. Many people have misconceptions and preconceived ideas about fetishes, formed by half-baked myths and popular folklore. Before reading these books, I'd urge you to forget everything you think you know about fetishes. Many myths and misconceptions exist, and I aim to change that.

In this first book, I will explain the psychological mechanism behind how and why this fetish forms. We'll talk about all fetishes, and the different approaches there are in explaining the reason why fetishes occur. In a sentence: the painful feelings of infidelity and inadequacy that are created by the cuckold fetish cause us arousal as a way to confront, overcome, and find validation in these emotional pains and fears, which brings us pleasure.

Then, we'll go deeper into the dynamics of arousal, specifically regarding the cuckold fetish. I'll explain why certain elements of cuckolding are arousing, and why. Then we'll use that to take a brief look at you; linking aspects of yourself with this fetish and trying to connect the dots between your psychology and your arousal. In a sentence: additional elements of the cuckold fetish may involve humiliation, an interracial aspect, emasculation, or many other things, which are arousing because they increase the sense of inadequacy and the unique fears and emotions that exist inside of you.

The Second Book will discuss the root cause. We'll go deeper into the reason why this fetish forms, but more importantly, we'll go deep into an analysis of your current day-to-day life, to work out aspects of life which strengthen and reinforce the root cause. In a sentence: we shift our attention towards changing these emotional imprints that cause the cuckold fetish, and we start that process by investigating the effects they have on your life.

The Third Book will then explore the past, where we take a look at the experiences you've had in your life up until this point which could cause your fetish, including in childhood and development, and how they have shaped your psychology. In a sentence: we look at the original cause of the emotional imprints that cause the fetish, and work out how they formed and why, so that we know exactly what we need to do to overcome them.

The Final Book will turn that theoretical knowledge into practical action. Although many action steps are presented throughout all these books, most are concentrated in this final book. We'll tackle the problem from all angles, with many practical suggestions for turning knowledge into reality. In a sentence: by changing these deep-rooted emotions, the fetish changes with them, and there are a number of short-term and long-term practical and mental changes to make.

At certain points I'll treat you, the reader, as if you're a straight male, but the concepts apply to all, no matter your gender or sexuality.

Men seem to be the largest audience for this (>90%), and most of those will be straight, but it should be fairly easy to translate this over to other genders and sexual orientations. It is much simpler to explain the case for one sexuality and gender than the case for all possible permutations, so I hope that's acceptable. I'm also going to be referring to cuckolding as a 'fetish' for simplicity, although it's technically classified as a paraphilia - I think the word 'fetish' is easier to understand in common parlance, so I'll use 'fetish' to mean paraphilia.

The purpose of these books is just to compile and distribute information which has been hidden away in complex and non-public-friendly texts - that's really all I've done. The information on this topic has not been brought into the public domain with sufficient visibility before, and that is why I compiled these books. I'm not breaking any new ground, making new discoveries, or giving you advice on your personal situation, I've simply compiled a ton of books and studies and formed a structured summary of that knowledge - that's all.

These are informational books and are not medical advice (or any other advice) - I've tried to keep my opinions out of it, or at least make it clear which statements are my personal thoughts. I also think it's incredibly important to back up what you're saying, so I've included references in the footnotes and at the end the final book. Every major statement in this book can be found in those texts, apart

from those which I have marked as my opinion or my personal experience. Again, I'm really just repeating the information that's already out there, and bringing it to the audience that needs it.

I've also tried to make sure it is not biased towards one particular approach. Many methods of reducing or removing fetishistic arousal have shown success,^{4 5} and each are as valid as each other. They tackle the issue from different angles, that's all. I'll cover cognitive, behavioral, psychodynamic/insight-oriented, social, and humanistic approaches (touching briefly on physiological aspects too). They each have something to contribute; none are wrong and none are wholly right - a great many things contribute to our psychology and the exact constitution of yours is up to you to work out.

You will likely find more success from some parts than others; this is an individual process, and not one in which one-size-fits-all advice applies to everyone. For that reason, the 'action' steps (or any other part) should not be followed without thought and careful consideration of the consequences. I'll describe hundreds of suggestions on each topic; some information will apply to other people but not you, and vice versa, so use your head, filter the information, make your own judgements, and if you need personal advice then consult a registered professional in the relevant field.

⁴ Laws, D. R., & O'Donohue, W. T. (Eds.). (2008). *Sexual Deviance: Theory, Assessment, and Treatment*. New York: Guilford Press.

⁵ Langevin, R. (2013) *Sexual strands: Understanding And Treating Sexual Anomalies In Men*. New York: Routledge

Change usually means doing things differently. You won't get different results if you keep engaging in the same process. Often this means doing things you're not used to, or would never have done before. Sometimes the thing you most need to do is the thing that you least want to. Sometimes not - it's individual - but you should bear that in mind and approach this with that attitude; change means doing things differently.

I've included some stories for examples, which are sometimes based loosely on clients I've worked with, who have come to me for help with their sexual functioning. Over many years, I've helped people to understand and overcome their cuckold fetish. The names have been changed along with certain details to protect their identities. I'll use these examples to illustrate the points, as well as using examples from my own life (I also had this fetish myself, many years ago, before I was aware that this information existed!).

I also mostly refer to cuckolding in the context of porn, because this is the most common manifestation of the fetish. Although some people do take it into real life, this is not the majority, and certainly not for those who want to change.

Furthermore, sexual behavior has been historically shamed and demonized. This is wrong. As we'll see, there's a perfectly common and normal reason behind sexual desires, they are not inherently shameful and shouldn't be shamed by other people. Individuals have

every right to choose to embrace their own sexual behavior if they wish, and may do so if it does not cause them distress. Others would prefer to change, and that's mostly who this series of books is aimed at, so if you're not one of those people, please don't feel pressure or shame by this.

It's worth noting that some people can ease their discomfort around this fetish by learning to accept it, and this is best for some people, when their shame and discomfort comes from societal stigmas. For other people, their discomfort comes from within, from having a fetish that contradicts their values. Many people simply don't want to imagine their wives cheating on them - it's not what they value. Perhaps they value monogamy very highly (only having one sexual partner at any one time), and don't value casual sex, in which case their shame comes from deep within, and this is not something you can disregard or easily overcome.

I've worked with men who are so full of self-hatred and pent up frustration with themselves about their fetish, and some with deeply internalized negative self-beliefs, including those with a consequent low self-worth, and that's who I'm aiming to help with this book series. Some men even experience sexual dysfunction, and can't become aroused without their fetish. It can interfere with their sex life, cause friction in their relationships, and be a huge source of negativity for them. Some men also experience limiting beliefs, and think they're unworthy of love, acceptance, or success, because of

their fetish. Obviously, this is not true, but it's a big problem, and that's why this series is necessary.

Hopefully by the end of this, you'll realize you can do something about that. Furthermore, even those who don't feel shame, don't have any problems, and don't have a desire to change, can discover new things about themselves and find out what makes them who they are. They can learn their deepest fears and motivations, and what drives their actions. They can learn what makes them who they are, how to improve their lives, and learn how to make themselves happier than they ever thought was possible, all by opening themselves to the psychology behind their fetish.

Chapter 1: How It's Caused

Cuckolding is a fetish like any other. Unfortunately, due to the painful, heart-breaking nature of the concept, many people cannot understand why anyone would get *aroused* by cuckolding. In the context of other fetishes, it seems more understandable – why do some people like getting physically hurt? That's a physical pain, whereas cuckolding invokes a psychological pain. Why do some people like inflicting pain on others? Why do some people like to be tied up and deprived of all control? What about incest? Some people even find pleasure in an *embarrassing* experience like getting caught having sex in public.

Fetishes are largely misunderstood, in part due to widespread myths about how they form. A quick glance around the internet will show

you hundreds of people speculating and giving their opinions on why they are turned on by certain things. These can spread like wildfire if they comfort people who feel ashamed of themselves and just want to believe their fantasies are natural. Truthfully, fetishes aren't unnatural or wrong, and people have every right to find solace in whatever justification they like.

There's a lot of debate over what constitutes a fetish. Does liking a particular type of lingerie count as a fetish? What about liking women in skirts more than leggings? What about being particularly aroused by a woman biting her lip, more so than most people would be? Why are some people more aroused by female buttocks than breasts (and the opposite too)? What if you like redheads more than brunettes - is that a fetish? What makes someone have a 'type' of person they're attracted to, when someone else's 'type' may be completely different?

These are the same concepts as fetishes too, but perhaps it's better to describe them as mini-fetishes. Generally, a fetish is considered to be something which is unlikely to spontaneously appear in the course of common sex. They are uncommon, and that's the only thing that makes them count as 'fetishes', as opposed to 'sexual preferences'. There can be plenty of debate about that definition, because there's really no clear line.

Everyone likes something. Whether it's a mini-fetish like the examples above or a fetish which is less common, we all have particular things that turn us on. Everyone has sexual desires that are unique to them, and this is a normal part of being human. Just like everyone has foods that they like or dislike, or music that they love more than most people, we all form different associations in our brains due to the many different experiences that we go through. These experiences shape our desires.

Sexual desires form due to our past experiences.⁶

Our arousal can be shaped by the associations that we form with particular things (as can a preference for a particular food or music). Furthermore, we also all have fears, painful emotions, and unmet needs, which can all be satisfied and overcome through particular aspects of our sexual desires, bringing us great pleasure in the process.

How Do Fetishes Form?

Unique sexual desires form due to a combination of our fears, feelings, unmet needs, and associations.^{7 8} Fetishes are often a way to

⁶ Siegel, S. (2011) *Your Brain On Sex: How Smarter Sex Can Change Your Life*. Sourcebooks Casablanca.

⁷ Langevin, R. (1983) *Sexual strands: Understanding And Treating Sexual Anomalies In Men*. Hillsdale, NJ: Erlbaum.

⁸ Morin, J. (1995) *The Erotic Mind: Unlocking the Inner Sources of Passion and Fulfillment*. HarperCollins.

find pleasure in painful situations - we turn painful emotions into arousal.^{9 10 11 12} But why?

What is cuckolding, and why do you find it arousing?

Cuckolding is where a wife (or girlfriend/partner) cheats on her husband (or boyfriend/partner) with another person (the 'bull'), and the husband likes it.

Usually, this will happen in view of the husband, but not always. Occasionally, the bull is sexually superior to the husband. There may involve an element of humiliation, or an interracial relationship between the wife and the bull, although this is not necessary.

These elements cause us to feel pleasure. We feel pleasure in infidelity (cheating), and the fact that it's with another man, who is capable of making the wife feel great pleasure - perhaps even more than the husband ever could.

This concept alone is arousing, and doesn't need to involve your real-life partner in the fantasy. Simply *any husband* and *any wife* involved in the scenario provokes feelings of arousal, as is the case with porn, without the need to self-insert into the fantasy.

⁹ Stoller, R. J. (1979). *Sexual excitement: Dynamics of erotic life*. Pantheon, New York

¹⁰ Rosen, I. (Ed.). (1996). *Sexual deviation* (3rd ed.). New York: Oxford University Press.

¹¹ Kaplan, L. J. (1997). Clinical manifestations of the perverse strategy. *Psychoanalysis & Psychotherapy*. 14(1), 79-89.

¹² Lowenstein, L. F. (2002). Fetishes and their associated behavior. *Sexuality and Disability*, 20(2), 135-147.

The cuckold fetish turns concepts of inferiority and infidelity into erotic pleasure. Usually these things would be incredibly painful, but in the cuckold fetish this pain is transformed into pleasure. We become sexually aroused by the usually painful concept of cheating and inferiority.

Breaking It Down

Being cheated on is one of the main aspects of this fetish. The cuckold fetish creates a situation where you're being cheated on, right in front of you, in the most painful way possible, and seeing the girl enjoy it too. We find pleasure in those painful feelings.

To really understand this pain, we must investigate deeper, and ask: why is infidelity painful? What's so bad about being cheated on?

Being cheated on is painful because *it feels like you're not good enough*. To know that your wife or girlfriend chose someone else over you puts you in a position of inferiority to them. It betrays your trust and all feelings of security, and replaces it with a feeling of inadequacy. The feeling of infidelity is really just the feeling of not being good enough - inadequacy.

It's also turning the pain of failure in the competition for sex, and rejection/exclusion, into pleasure. Again, let's go deeper and ask: why is the idea of failure in the competition for sex painful? How does that feel? It feels like you're not good enough, it feels like you're fundamentally inadequate.

The distinguishing traits of the cuckold fetish which set it apart from other fetishes is that all elements revolve around the concept of inadequacy. It involves being cheated on (which already implies inadequacy), preferably by a bigger, better, 'alpha' male (creating more feelings of inadequacy) - who either has a large penis, a good body, or is socially dominant (creating feelings of inadequacy) and most importantly, it involves the girl *really enjoying it*, submitting to him in a way you've never seen before, moaning more than ever, loving every second, and that's the part which triggers the sense of inadequacy; if she doesn't enjoy it, it doesn't make you feel inadequate. Her enjoyment is what triggers those emotions.

After a while, we may become so used to sexualizing this pain that it becomes harder to feel. You can feel this pain during moments of peak sexual arousal, where the scenario hits the exact right spot to be the most arousing thing possible, whether just for a second or a little longer. It feels like a stomach-churning, gut-wrenching sensation, akin to being in a suddenly descending elevator, or where a roller coaster has climbed up and then dips into its descent. It is accompanied by extreme arousal, pleasurable hormones, and blood rushing to every part of the body, but if it weren't, it would feel exactly like the pang of jealousy; the realization of inadequacy. This is the easiest way to feel this, although after many years it may become so automatic that it is no longer painful.

The Cuckold Fetish ‘Eroticizes’ Inadequacy - It Turns It Into Erotic Pleasure.

It also involves feelings of inferiority, guilt, anxiety, feeling left out/excluded, feeling emasculated, and a whole other bunch of complex interconnected emotions.

Infidelity is one of the most emotionally traumatic things to experience. Being cheated on makes you feel like you’re not good enough. To know that your wife or girlfriend chose someone else over you makes you feel inadequate. To have it happen in front of you is a million times worse. It’s one of the most painful things you could possibly consider.

That pain is precisely why it’s arousing. The author and clinical psychologist Stanley Siegel writes: ‘Fetishes form as a way to protect us from that same emotional pain. To disconnect from the pain and turn it into pleasure, we can be protected from the hurtful feelings it may trigger.’¹³

It should be fairly clear that *for some reason*, cuckolding turns feelings of inadequacy and fears of infidelity into sexual pleasure.

But Why? Why Do Our Brains Turn That Into Pleasure?

Different psychologists answer this question from different perspectives, which we’ll explore over the rest of this chapter. It’s

¹³ Siegel, S., (2011) ‘Your Brain On Sex: How Smarter Sex Can Change Your Life’. Sourcebooks Casablanca.

been described as a method of ‘protection’ or ‘healing’ - by indulging in a situation which recreates these painful feelings, we can be protected from the pain they may cause us.⁹ By evoking these feelings in a safe environment, we are protected from their hurtful content. We find pleasure in the pain, as a way for our brains to temporarily heal those hurtful feelings. By surrendering to the pain in a controlled environment, we’re protected from those emotions, and can temporarily heal the pain.

The psychologist Roy Baumeister describes it as a method of ‘escapism’. By indulging in this fetish, we can escape from the burden of needing to be good enough by indulging in a fantasy where we’re completely the opposite. Any fears or feelings of inadequacy can be dealt with, by escaping into a fantasy where we’re an exaggerated exemplification of those fears. By indulging in that pleasure, we’re able to escape from self-awareness and the pressure it brings.

Others note that pleasure is a mechanism which we’re evolved to have in order to drive us to engage in behaviors that benefit survival, and does not come from just *avoiding* pain - particularly not to this extent. In this case, indulging in these painful concepts actually benefits survival by providing validation of ourselves - by indulging in our most painful fears and feelings, in a scenario where we’re in control, we know that they can’t hurt us. It’s very gratifying, and

validation is conducive to survival as it lets us know we're worthy of love, acceptance, and reproduction.

By creating a sexual situation that makes you feel this pain in a controlled environment, the brain can find an immense amount of pleasure in knowing that it's not real and can't hurt you. To have our greatest fears acted out in a consensual way, where we know they can't really hurt us, is something that lets us feel like they have no power over us, and we're the powerful ones. It gives us immense validation and thus pleasure.

These explanations describe all fetishes - an important point to make, because you might have more than just one. For example, the bondage fetish could form if a person fears powerlessness and vulnerability. If they're tied up, deprived of all control, and left completely powerless and vulnerable, they're exposed to their greatest fear and can find pleasure from temporarily confronting their fears in a safe environment.

Why us? Why do only *some* people have a cuckold fetish, and most people get repulsed by the idea?

For us to be protected, be healed, escape from, or find validation in these feelings, we must have those feelings in the first place.

This is what determines your fetishes: the feelings and fears that exist inside of you (as well as associations, which we'll come on to later). Usually, these are not conscious feelings, as these come and go

over the course of a day. Instead, they are deep-rooted, unchanging, and mostly unconscious feelings or fears which exist inside of us.

Some people have a subtle sense of inadequacy. They have a sense that they're somehow different from everyone else, that they are fundamentally defective or flawed in some way, and that they're not good enough. They might try to hide it, deny it, or cover it up, despite occasionally wondering if it's really true, or perhaps they even accept it. Others can't feel any sense of inadequacy - occasionally the opposite - but still have this fetish, because it's purely unconscious, and it exists as more of a fear than a feeling.

We all have some sort of unconscious or deep-rooted emotional pain, whether it be a fear of abandonment, a need for control, a fear of powerlessness or a sense that we're just not good enough. *No-one* gets through childhood without having unresolved emotional issues or unmet needs.

In fact, if this does happen during childhood, it has the power to dictate the rest of our lives, because childhood is the time when we are the most impressionable – we are learning everything about ourselves, others, and the world, and forming paradigms that will stay with us for the rest of our lives. In childhood, our eyes are wide open to the world, and we learn much easier and quicker. Any painful emotion that we feel in childhood will leave an emotional imprint on our brain. Childhood is therefore likely to be the main

cause of your fetish. If not, we all accumulate some fears and concerns from our experiences in other stages of life, which can sometimes become deeply rooted too.

Fetishes give us the chance to work through those emotions in a controlled environment, where we're able to re-enact those troubling emotions in a way where we're no longer being hurt by them, and instead finding pleasure from not being hurt.

Jack Morin writes: "Each individual's [core erotic theme] evolves in response to the challenges and conflicts of early life. The erotic mind attempts to gain mastery over these problems by using the obstacles they present to stimulate desire and arousal"¹⁴

Spanking is a commonly cited example of how this mechanism works, and the most obvious example of a direct link to childhood, because it's much more literal. It is both a fetish and a source of childhood pain. Someone with a fetish for being spanked can escape from hurtful fears and feelings by surrendering to the situation in a way where they can sexualize the pain. It's most painful for people who were spanked as children, or those who create that association.

"Behind every sexual desire is an unmet need or conflict that grew out of our childhood experiences. Our desires represent an

¹⁴ Morin, J. (1995) 'The Erotic Mind: Unlocking the Inner Sources of Passion and Fulfillment.' HarperCollins. p195

unconscious attempt to counteract the feelings associated with these conflicts.”¹⁵

Phobias are similar in concept to fetishes, and another way of understanding how the brain works. Phobias are intense, irrational fears, just like fetishes are intense irrational pleasures. Phobias form due to feelings, fears, and associations, just like fetishes.

A phobia for spiders would form due to some sort of emotional pain that they have associated with spiders. Early experiences have more weight than later ones, and having a bad or scary experience with spiders in childhood could form a life-long fear of them. Another person might have the opposite associations - perhaps they had a tarantula as a pet and grew up thinking spiders were quite cute - in which case, they don't have the same fears, feelings, and associations and thus don't share the phobia. Clearly, fetishes and phobias are a normal part of being human, as we're all able to form these feelings, fears, and associations.

By sexualizing unmet needs and childhood conflicts, we convert the pain associated with these experiences into pleasurable events. Our sexual desires emerge out of an attempt to work through deep-seated feelings.

¹⁵ Siegel, S. (2011) 'Your Brain On Sex: How Smarter Sex Can Change Your Life'. Sourcebooks Casablanca.

The entire cuckold fetish is the manifestation of the concept of inadequacy. Many psychologists describe the exact reason why in slightly different ways, which we'll explore over the rest of this chapter. They go a little bit deeper into the complexity of this issue, from different angles, in an attempt to explain it in more detail. But, one way or another, cuckolding eroticizes deep-rooted inadequacy.

This means that if you have a cuckold fetish, you have either a *fear* or a *sense* of inadequacy, which is likely to be deeply rooted in your subconscious as opposed to a conscious feeling; you may not be constantly aware of it, or even feel it, but it exists deep down. It is most likely to have originally formed in childhood, as this is when we're the most emotionally vulnerable, but it could have formed at any other time too. This is very common, and the cuckold fetish is one way to sexualize it.

What If You Don't Feel This?

You're not necessarily going to feel this, because this is not conscious, it's subconscious - the subconscious is a part of our brain which we're not aware of at all, which stores every experience we've ever had and distils it down into a subtle, pervasive influence of all of our thoughts, feelings, and actions.

You're never aware of the subconscious, so don't worry if you're not aware of this subconscious inadequacy. You will, however, be aware of the side-effects: the way it influences your actions, your intentions, and even your thoughts.

You might also have absolutely no reason to feel that way - perhaps you have a pretty good life and are more than adequate! Maybe you're a great person, a great lover, and by all means a very good catch. This is completely irrelevant - our subconscious emotions are often completely irrational and have no reason to exist! It doesn't mean you're actually inadequate.

In fact, feelings of inadequacy can often compel us to be far better than average. We are given a burning desire to be better, and this can lead people to great intelligence, wealth, success, attractiveness, or achievement.

On the other hand, it can also keep people trapped in their comfort zone, or make them exclude themselves from normal life. They can

decline and avoid friendships, relationships, success, and happiness, from feeling like they're not good enough to deserve it. Often, they self-sabotage to the point where it becomes true; their lives follow that feeling of inadequacy.

This is discussed in greater detail in the next book, as these symptoms are of critical importance to understanding and overcoming this sense of inadequacy.

Chapter 2: Escape From Self

The psychologist Roy Baumeister wrote about how masochism - finding pleasure in pain whether it's physical or mental - is a way to escape from self-awareness at times when self-awareness is painful.

¹⁶ He called this an 'escape from self'.

His idea was that masochism becomes pleasurable because it reduces self-awareness, which, if you feel inadequate or other negative feelings, can be stressful and painful. In fact, if you feel like you're inadequate, the very last thing you want is to be aware of it! You want to run away from it! You want to escape from the awareness of your perceived inadequacy! Feeling pain or humiliation is a way to escape from that self-awareness. The pain takes away any focus on thoughts, and allows you to escape from bad feelings about yourself.

However, if you don't feel inadequate, you don't want to escape from the self-awareness, so don't find it pleasurable at all. The author asks: 'Why would anyone in today's self-seeking society want to escape from self?' - Indeed, there is no inherent reason why an

¹⁶ Baumeister, R. F. (1988). Masochism as escape from self. *Journal of Sex Research*, 25(1), 28-59.

escape from self-awareness would be desirable. Self-awareness is not a burden in itself. For those who feel like they're on top of the world, self-awareness is a pleasurable phenomenon. It actually feels good to know how great you are – as Baumeister points out: 'Subsequent research has suggested that sometimes people enjoy self-awareness'.

However, if you don't feel great about yourself and if you have a subconscious sense of inadequacy, then self-awareness becomes a stressful burden, and escapism becomes desirable. He goes on to state:

'It is plausible that high-level self-awareness can lead to anxiety and discomfort under some circumstances. The requirements of making decisions under pressure or uncertainty, of taking responsibility for actions that may disappoint or harm others, of maintaining a favorable public and private image of self despite all threats and challenges, and of asserting control over a recalcitrant social environment can become oppressive and stressful and can foster desires to escape. This burden of selfhood can be used to explain and predict the selective appeal of masochism.'

Essentially, self-awareness becomes burdensome when you don't feel good enough - and that's when this mechanism becomes a way to turn that into sexual pleasure. By feeling emotional (or physical)

pain, your attention is diverted, and you're temporarily released from that burden.

'There is ample evidence that people wish to escape and avoid self-awareness under some circumstances, such as after receiving an unfavorable evaluation..., after finding out that they will probably be unable to improve or succeed on an important matter..., after experiencing an interpersonal rejection or put down..., and after performing actions that contradict their personal attitudes'

Self-awareness is particularly hard after certain events which make us feel bad about ourselves. That's when we most want to escape.

We Escape From Individuality

Interestingly, Baumeister found that masochism only started to become popular after the 18th century. During this time in history, humans were undergoing a shift in the focus of their lives. Beforehand, we were focused on survival alone - food, clean water, safety, hygiene, etc., but focus began to shift towards *individuality* as societies prospered. Baumeister theorized that this created more pressure to be 'good enough', and so it caused a rise in the popularity of masochism, as a way to escape from this burden.

Now, at the current point in history, survival for many is taken for granted. Most of us aren't concerned with avoiding death, but rather we're concerned with climbing the ladder of success, or social

hierarchies, or romantic relationships. We're not concerned about surviving, we're concerned about our lives being *good enough*, and that presents a huge burden. In fact, suicide is now the leading cause of death for men under 50 in the UK. Survival is so easy that we kill ourselves more than any other single thing kills us. Now, our main concern is individuality.

For example, most of us aren't struggling to own clothes, but instead get caught up in trying to own clothes *which sufficiently express our values and personality* - whether that be practical and no-nonsense or stylish and unique. Job opportunities exist for most of us, such that we don't doubt our ability to survive, but finding a job *that you want* is now our main concern. We compare our houses with others, and consider whether the place we live is big enough, or looks nice enough, without worrying about merely having shelter and warmth. These basic needs are taken for granted, and our focus shifts to higher-level needs for individuality and self-esteem.

The internet has brought us a new globalized perspective on ourselves. Social media has ushered in a new era where our lives are on display, and everything is judged in relation to others.

Proliferated advertising has shown us images of celebrity everywhere we go, and platforms such as YouTube, Instagram, and Twitter, make talented stars feel closer to us than some of our own friends. Our realistic standards for what we should be have been raised far higher than merely 'living'. All around us, we have these

anchors to higher standards, and the burden of selfhood is clearly growing.

From all of these pieces of evidence, we can suggest that the pressure to be 'good enough' is now larger than ever. Cuckolding too has exploded in popularity in recent years,¹⁷ which I'm sure is partly due to this (as well as the increasing ease of access to pornography).

Baumeister says all masochism is an 'escape from self' - a way to deal with the burden of not being good enough. We use the pain of humiliation to escape from this stressful burden. This is another way of explaining the concept of cuckolding being a way to eroticize subconscious inadequacy.

¹⁷ Cuckold - the fastest growing search term on pornhub in 2017:
<https://www.pornhub.com/insights/2017-year-in-review>

Chapter 3: Validation

‘The erotic impulse springs from a deep-seated urge to affirm yourself.’ - Jack Morin, *The Erotic Mind* (1995)

As true as the ‘escape from self’ explanation is, ‘escape’ is the wrong word. Escaping doesn’t cause *pleasure*. A much better word is ‘overcome’ or ‘conquer’. We find great pleasure from overcoming these painful fears and emotions, because they’re our biggest perceived problems. Overcoming them provides us with immense validation, which we gain huge pleasure from.

‘Validation’ refers to a type of gratification obtained by overcoming any perceived constraints and fulfilling our needs. It is the gratification of many of our needs at once, or the affirmation that they can be easily gratified in future. Validation is an affirmation that we’re able to get our needs met, so that we can survive and reproduce. Validation is also a way of knowing that you’re a good person, worthy of social acceptance, love, belonging, and success in life. To be validated is to be confirmed as a normal, functioning human being who is perfectly good enough.

Why Is Sex Pleasurable?

Pleasure is a phenomenon which drives us to engage in behaviors that benefit our survival or reproduction. We are evolved for those

two purposes - to survive and to reproduce - and pleasure is the thing that makes us do that. We feel pleasure from eating a high calorie meal for example, because it benefits our survival, and pleasure is the evolutionary mechanism which gives us a drive to seek that out. We feel pleasure from social contact, because having a tribe of our own benefits survival. We feel pleasure from sex because we need to reproduce! Our genitals contain sensitive nerves that produce pleasurable sensations when stimulated, because our evolution needed to program us with a desire to have our genitals stimulated so that we would have an incentive to reproduce.

We feel pleasure from anything that makes us feel accepted, loved, or validated, because it benefits our survival and reproduction. If we weren't worthy of love or validation, we might not be good enough to survive, or to reproduce. It's pleasurable to feel loved, to feel accepted, and to feel validated, because it confirms our chances of survival, and thus the pleasure drives us to seek out that confirmation, act in ways which increase our chances of validation, and thus act in ways which benefit our survival. The need for validation drives many aspects of our life, and brings us pleasure when we get it.

Pleasure comes from doing something that benefits either survival or reproduction. At first glance, it would seem like sex is pleasurable

because of reproduction. However, for the majority of human sexual behavior, that is not true.

Humans Have Sex For Pleasure, Not Reproduction

If sex is pleasurable because it helps us reproduce, why is *oral* sex pleasurable? Oral sex *shouldn't* be pleasurable. It makes no sense from a reproductive standpoint - it's the wrong hole! The physical sensations can be replicated by modern sex toys - but most of us would much rather receive oral sex itself. We don't fantasize about sex toys! Oral sex is pleasurable because when someone is focusing on giving you pleasure, it's validating.

Similarly, one of the most commonly arousing parts of sex is when your partner is clearly enjoying it. To hear them struggle to contain their moans of pleasure or to see them writhe in pure ecstasy brings you pleasure too - it makes you feel pretty good about yourself!

Sexual activities provide us with validation. It's pleasurable to know that someone else wants to have sex with you and thinks you're good enough. It means that you're good enough to survive and pass on your genes. In the prehistoric days of cavemen, that's all we wanted. It was a struggle to survive and reproduce, and only the fittest did. Only the best achieved that goal, so it's incredibly validating to do so. We get a huge rush of pleasure from sex, not just from stimulating our genitals but from the validation of having sex.

Validation in this context isn't about neediness, craving approval, being too weak to fulfil yourself, or any negative concepts like that. Neither does it refer to someone with low self-confidence who has sex to feel better about themselves, although I'm sure that does happen too. Those are different types of validation to this. In this context, validation is a universal human need, and if you have any negative associations with that idea, you should let go of them. Validation essentially means fulfilling your purpose as a human; meeting your needs in order to survive and reproduce, and overcoming any perceived obstacles in the way. It's a deeply ingrained and unchangeable human mechanism to both require and receive pleasure from validation.

One interesting area of thought is in the *prevention* of sexual pleasure. What makes someone *not* enjoy sex, when it's with someone they like? What prevents a woman from orgasming, or a man from sustaining an erection? Apart from physiological problems, self-consciousness is one of the most common factors that prevents sexual pleasure. Being acutely aware of yourself is essentially the opposite of validation.

Focusing on oneself creates more fears instead of overcoming existing ones, and negates any perceived validation from the other person. Common fears and problems of self-consciousness include: 'does my body look good enough?' 'Am I able to bring them pleasure with this?' 'Am I good enough at sex?' 'Are my genitals clean enough

for oral sex?’ ‘What if they taste weird?’ ‘What if they reject me in some way?’ ‘What if I can’t perform well enough?’.

These thoughts are the antithesis of eroticism. They introduce further worries and doubts, and you start to feel bad about yourself instead of feeling good about yourself. Self-doubt and anxiety are *invalidating*, which is why they prevent sexual pleasure. The prevention of sexual pleasure comes from preventing perceived validation. Sexual pleasure *is* validation.

However, it’s not just normal sex that gives us a sense of validation; we can obtain more validation by doing different sexual activities.

Domination And Submission

Sexual domination can also be validating. If your partner likes you so much that you get to do whatever you want with them, that’s a validating experience. To be given free reign over someone else’s body is hugely gratifying. It makes you feel like you’re at the top of the world. That’s why domination - in all its forms, extents, and variants - is a very common kink; it’s inherently pleasurable due to validation.¹⁸

¹⁸ FAQ: “Why don’t I find being dominant arousing, if it’s inherently pleasurable?” Sometimes, this validating experience can instead feel more like a *burden*. You can become worried about what they will feel, especially when you don’t feel good enough. Being given free reign over someone else’s body becomes a responsibility; an encumbrance. You either doubt they’ll be happy with that situation, or feel pressure to please them. It’s no longer validating, it’s a burden.

Similarly, sexual submission feels good due to the same mechanism. If your partner likes you so much that they want to use your body for their pleasure, that's a validating experience. To be desired, and to be good enough to sexually gratify someone else, is validating. To know that your body is capable of bringing someone else great pleasure is validating. To have someone that WANTS you enough to use you is validating. That makes you feel like you're pretty good, which is why it's pleasurable. Domination and submission are validating, which is why they're more common elements of sex.

One way in which validation is produced in even larger amounts is through confronting our deepest fears and most hurtful feelings. By facing those fears - either by acting them out on someone else (sadism) or by surrendering to them in a scenario where we're in control (masochism) - we can temporarily overcome our deepest concerns and feel pleasurable validation from doing so.

Masochism

Masochism can be broadly defined as finding pleasure from feeling pain, either physical pain or mental pain (such as hurtful emotions). Many authors describe masochistic behavior (which includes cuckolding) as a way to feel good about oneself, because the sense of being unjustly treated, humiliated, or abused, provides gratification. By taking on the role of the victim, you gain gratification from bearing an unjust amount of emotional (or physical) pain.

Otto Kernberg, in 'Clinical Dimensions Of Masochism' (1988), writes:

'The self-punitive price paid for sexual gratification... also provides approval... and, by the same token, an increase in self-esteem. Insofar as [we] regulate self-esteem by self-directed approval or criticism, masochistic behavior patterns have important functions in neurotically maintaining self-esteem and, in metapsychological terms, in assuring the ego's narcissistic supplies.'¹⁹ (Edited for clarity)

Essentially, it provides validation and approval, and is an attempt to increase self-esteem. If you feel inadequate, you can find comfort in being unjustly treated.

This is because it's essentially your greatest fear, the thing that you're subconsciously most worried about. When you can confront that, and make it through, it's incredibly validating. You gain pure pleasure from overcoming your most hurtful fears and feelings. You gain a sense of validation from overcoming your greatest fears, and validation creates pleasure.

Inadequacy is not the only thing that can be eroticized by these masochistic means - powerlessness for example can be eroticized by turning the deep pain and fear around powerlessness into gratification by creating a situation where this is acted upon you; you

¹⁹ Kernberg, O.F., (1988) Clinical dimensions of masochism. Journal of the American Psychoanalytic Association, 36(4), p.1005.

are powerless, and finding validation from being a victim of that pain.

Through this ‘masochistic’ angle, inadequacy is eroticized into cuckolding, humiliation, or any other scenario where you are inadequate. Powerlessness is eroticized through fantasies of being tied up and without any power. Shame becomes eroticized through fantasies of being shameful, and helplessness becomes eroticized through fantasies of being helpless. All because they create validation from the unjust treatment.

Robert Stoller writes:

‘Masochism is a technique of control, first discovered in childhood following trauma, the onslaught of the unexpected. The child believes it can prevent further trauma by re-enacting the original trauma. Then, as master of the script, he is no longer a victim; he can decide for himself when to suffer pain rather than having it strike without warning.’²⁰

By surrendering to those emotions consensually, you become the one in charge. You have the power, and even though you’re the victim, you’re *choosing* to be the victim, and it’s happening for your pleasure.

²⁰ Robert Stoller (1979) ‘Sexual Excitement: Dynamics of Erotic Life’, Pantheon Books, New York. p125

This is just one categorization of fetishes, where you become the victim of those emotions. In the other side of fetishes, the sadistic category, the pleasure is gained not from being the victim but the victor; it involves inflicting those emotions on someone else, and being the one in charge. Then, you no longer feel a victim to those painful emotions but have a way to gain power over them, by creating a situation where you are the aggressor and have power over those emotions. Again, it's gratifying; this time you find validation from being powerful, and being in control. It makes you feel like you've made it. To conquer those emotions feels validating.

Sadism

Robert Stoller defines 'perversion' as:

‘A habitual, preferred aberration necessary for one's full satisfaction, primarily motivated by hostility. The hostility in perversion takes form in a fantasy of revenge hidden in the actions that make up the perversion and serves to convert childhood trauma to adult triumph.’²¹

A 'fantasy of revenge' is a way for us to act those painful emotions onto others, to feel power over our greatest fears. Sadism and its derivatives eroticize deep-seated emotions by creating sexual fantasies involving overcoming those emotions by being the one who inflicts them onto someone else. Through the sadistic angle,

²¹ Robert Stoller (1975) 'Perversion: The Erotic Form Of Hatred'. Pantheon Books, New York

inadequacy would be eroticized through fantasies of superiority. Powerlessness would be eroticized through fantasies of power (tying someone else up). Shame would be eroticized through fantasies of shaming others, and helplessness would be eroticized by making someone else feel helpless. All of these scenarios conquer the painful emotions as a triumphant 'fantasy of revenge'.

An exhibitionist gains excitement from exposing his genitals to unsuspecting women. He does not seek to impress or amuse; his aim is to shock them. He wants to see them scream, run away, recoil, or even call the police. Why? Because he likes the shock. He likes feeling able to shock people. It makes him feel important, noticeable, and powerful. He gains validation from inflicting pain on his victim, as a way to overcome bad feelings about himself.²² This is one example of how painful emotions can be eroticized through a sadistic-type fetish.

Jack Morin writes:

'The sadist takes command of his or her psychic wounds by skilfully administering pain to an enthusiastic recipient. The sadist is spared the discomfort of the hurt and is also gratified and subconsciously relieved to observe that the masochist clearly likes it. Old wounds are simultaneously avenged and

²² Stoller, R. J. (1979). *Sexual Excitement: Dynamics of Erotic Life*. Pantheon, New York

transformed into an erotic high. The sadist is beyond merely being safe and has the illusion of omnipotence.²³

And, once again, this becomes pleasurable because validation is conducive to survival. We are wired to feel pleasure at anything that makes us feel validated.

Thus, there are four main mechanisms in which we can find validation and therefore pleasure from sex through fetishes - domination, submission, sadism, and masochism.

Taboo

Lastly, when growing up, we are all told which behaviors are ‘wrong’ or ‘naughty’. When we do naughty things, we are often punished, restricted, or told that we are bad. This creates an emotional pain and negative association with naughtiness.

Thus, in adulthood (where emotional pain is eroticized), we are aroused by naughtiness, and attracted to things which are ‘taboo’. By either masochistically surrendering to naughtiness, or sadistically seeking a fantasy of revenge through naughtiness, we find pleasurable validation through engaging in taboo sexual acts, either as the victim or the victor - or perhaps just a participant. We become aroused by things that are taboo - as an eroticization of the emotional pain around being naughty.

²³ Jack Morin (1995) ‘The Erotic Mind: Unlocking the Inner Sources of Passion and Fulfillment’. HarperCollins. p159

Cuckolding is a variant of masochism, and can sometimes involve other masochistic elements such as humiliation, chastity, feminization, and more. It's pleasurable because the sense of being unjustly treated is a way to counteract deep-rooted feelings of inadequacy. Its taboo nature adds to the arousal.

‘The negative becomes positive. Tragedy becomes triumph. Aversion becomes addiction. Lust is reconciled with hurt and humiliation by the paradoxical erotization of suffering into the ecstasy of orgasmic masochism.’ - Dr John Money²⁴

²⁴ Money, J. (1987) Masochism: On the Childhood Origin of Paraphilia, Opponent-Process Theory, and Antiandrogen Therapy. *The Journal of Sex Research*, pp.273-275.

ACTION: Identifying Emotions

Take some time to think about exactly what part of cuckolding turns you on the most. Try and remember your favorite porn video, picture, or story - just one. Then narrow it down further to your favorite part of your favorite porn scene, or whatever really gets you going. Perhaps it's a picture, an imaginary thought, or a memory. Whatever it is, find your #1 most arousing thing. Try and get as specific as possible, and narrow it down to the exact moment.

Then, identify exactly what emotions this involves. Some people are more turned on by guilt, others involve shame, and some people get off on neglect. Some like being excluded, some like being humiliated, some like being disrespected, some like being emasculated, some like being compared and rejected. Try as hard as you can to *feel* it, rather than rationally thinking about it, because thoughts will lead you astray. Connect with the emotions. Imagine it in a non-sexual setting and ask: 'How would this make someone feel?'

The emotions, as opposed to the thoughts, are key. We all naturally create stories, justifications, reasons, interpretations, judgements, and more to explain what's inside us. Don't do that. Just feel. You don't even have to name it, as long as you know and remember that feeling.

This is your personal erotic blueprint. The exact constitution varies for everyone, but with cuckolding it is generally centered around:

1. Not being good enough (whether that involves guilt, shame, anxiety, inferiority, or anything else) combined with:
2. Fears of infidelity, a betrayal of trust, destroying loyalty and security (insecurity).
3. Feelings of being excluded, left out, discarded, abandoned.

This gives you a clue as to the emotions, concerns, self-perception, and fears that are deep-rooted inside yourself. I'll refer to all this as just 'inadequacy' for simplicity, but your own mix will be unique to you.

You may also have other fetishes/kinks. You can repeat this exercise for them too, and find what emotional pain or fear they are turning into pleasure, or in what way they bring you validation. They're usually quite closely linked.

Conclusion: The Cause Of Fetishes

In summary, a sense of inadequacy leads to finding pleasure in inadequacy-confirming scenarios either as a way of being *protected* from these hurtful feelings, or as an *escape* from self-awareness, or as a way of receiving *validation*. These explanations explain the same

thing through different angles and levels of complexity. If you're still unsure about exactly why fetishes form, or if all of this seems too confusing to you, then ignore the complexities and stick with the summary: fetishes form to protect you from deep-rooted emotional pain.

All sexual behavior is pleasurable because it provides us with validation, and fetishes provide us with heightened validation by overcoming our fears and negative subconscious feelings, or somehow otherwise affirming our self-worth.

The need for extra validation can be created through unmet needs (particularly in childhood, but also in the present day) or negative perceptions of self-worth. The fears and negative feelings can also be created by many factors and negative experiences in childhood, development, and the present. By overcoming past struggles, we find immense sexual pleasure.

Cuckolding is the eroticization of inadequacy.

Chapter 4: Analyzing Arousal

The More, The Better

In the cuckold fetish, what's more arousing:

1. Your wife is cheating on you with a fairly unattractive, chubby guy with a small penis. He's a bit of a loser - not very confident, not socially successful, and not comfortable in himself. He spends a lot of time giving her oral sex; he wants to make her happy. She pretends to like it and fakes her orgasm. She refuses to give him a blowjob; she doesn't like it. He finishes quickly, and then it's over.

Or:

2. Your wife is cheating on you with a ripped stud who has a huge penis. She moans in pleasure. He dominates her and she loves it. She can't hold back her orgasm. He uses her body for his pleasure. It lasts for hours. He is confident, socially successful, and comfortable in himself. She turns into a slut for him; something you've never experienced before. She lets him do whatever he wants with her, and she loves it.

The first scenario is not very arousing. The second is. Why?

It's because the second scenario creates a *greater* sense of inadequacy inside you. That's why it's more arousing. Everything about the second scenario increases the amount of inadequacy that you feel, and because this inadequacy is the source of the pleasure in this fetish, it becomes more arousing.

In the second scenario, you're made to feel inferior. If the man has a large penis, a good body, a high social standing or a commanding personality, it will obviously make him seem more superior, and therefore make you feel inferior. Hearing her moan in pleasure and submit to his will is confirmation - and that's where the pleasure comes from. Her enjoyment is what makes you feel inadequate.

The more inadequacy you feel, the more arousing it becomes.

That's why cuckold porn can frequently stray into humiliating/degrading territories. The more they can create a sense of inadequacy in the viewer, the more arousing it becomes. There is admittedly a limit for each person as to what they're willing to tolerate, so it's not never-ending because of those mental boundaries created by the individual, but the basic concept is: the more inadequacy the better.

Furthermore, there's evidence that your natural sense of disgust is dampened by sexual arousal.²⁵ This means that boundaries can be pushed further into progressively more horrible situations without much restraint. If that induces a sense of inadequacy, then that's the path that you'll find arousing. Cuckolding can frequently stray into very extreme, degrading, or humiliating areas for this reason.

More inadequacy = more arousal.

²⁵ Borg, C. and De Jong, P.J. (2012) Feelings of disgust and disgust-induced avoidance weaken following induced sexual arousal in women. *PloS one*, 7(9), p.e44111.

Interracial

Adding an interracial element can be another way to introduce further feelings of inadequacy, and therefore make it more arousing. That's why interracial sex is a common (but by no means necessary) part of cuckolding.

The interracial element actually doesn't need to involve racist stereotypes of other races being sexually superior. I've heard theories from people claiming it's some subtle deep-rooted racism, but there's no evidence for that - and although it *may* be true in some cases, it doesn't explain the majority of non-racist people who like interracial porn.

Even though white men with a cuckold fetish generally have a black man in the dominant role (the 'bull'), many Asian men actually have a white man in the dominant role. And of course, there are black men who have a cuckold fetish too! It's not about particular races and the stereotypes of that race. Sometimes the arousal can come from the taboo aspect, if it's seen as 'bad' or 'wrong' like it still is in some parts of the world, and the aforementioned mechanism by which taboo acts are eroticized. For the cuckold fetish, however, it's mainly about creating a greater sense of inadequacy. One way to do that is by being of a *different* race.

Inadequacy Through Being Unattainable

If you're a white man, then seeing a woman become attracted to a black man is almost *hurtful* because it is something that you can never be. You can never change to become that; it is something that you will never get and are not *able* to ever be. It is a competition that you can't even compete in; you are an automatic loser, simply by being different.

You are of a different race, which is something you can never change, and seeing her be attracted to a different race is a form of attraction that does not include you. Not only are you are not included in that attraction, but you never will be. You are excluded.

Seeing women experience pleasure from black men is hurtful because you will never be able to fulfil that role. Seeing many women 'go black' in porn, particularly when this happens over and over again across many different women such that it seems to be all women in porn, creates a sense of rejection, more so than cheating with someone of the same race, because it totally excludes you.

Some women do only date black guys (which is a fetish just like any other). This causes a feeling of exclusion and disapproval by being

different. You will never be part of that. It's essentially a large-scale rejection.

That's the main reason why cuckold porn frequently includes an interracial element. By being significantly different, and unattainably so, it can create a sense of inadequacy. The feeling of being different and excluded *is* the feeling of inadequacy.

It's not necessarily about the perceived sexual superiority of different races, as many people mistakenly suggest, it's about the unchangeable difference.

But this is not the only element of inadequacy in the interracial element. Some explanations do involve stereotypes and prejudice, and although they won't be present in the majority, they're not insignificant because they draw on universal principles which are still true regardless of race. Let's explore the others.

Sexual Inadequacy

If the man has a big penis, it creates a sense of insecurity, and therefore creates arousal. Even if you have a big penis yourself, it can still create insecurity by making you aware of the 'competition'. Stereotypes would link this trait with black men, and thus create arousal even when they don't have a big penis, by creating the assumption or feeling that they do. For most people, that assumption isn't present - but the arousal from penis size still is.

It's safe to say that a man with a tiny penis is less arousing; it doesn't incite as much inadequacy to turn into sexual pleasure. Much cuckold porn includes an element of humiliation over having a smaller penis, or some form of that. This is probably the #1 most popular insecurity for all men, so it makes sense why it would be arousing to see a woman be satisfied by a bigger penis - it triggers a painful sense of inadequacy, which is turned into sexual pleasure.

Even if you don't have a particularly small penis, you can still have a perception that penis size is important, and fear having a small penis. These fears can be eroticized through small penis humiliation and seeing the woman have sex with someone who has a large penis.

Stereotypes would link this with race. In porn, black men are overwhelmingly portrayed as having exceptionally large penises; interracial porn doesn't just involve a black man, it involves a black

man with a large penis - nearly always. Repeated exposure to this through porn might create an association in your mind, such that 'black' almost becomes synonymous with 'large penis'.

There are also different types of porn that link the black race with better bodies or sexual superiority. Seeing this over and over again creates mental associations, which can easily start to be linked with all black men. Repeated exposure to this type of porn is one way in which stereotypes can occur in people who haven't previously formed stereotypes.

An obese man is much less arousing than a muscular man, because it's the inadequacy that they create that's the source of the pleasure, and if some people relate certain characteristics to certain races, they will feel that sense of inadequacy whether or not those characteristics are present.

In summary, interracial sex can create a sense of inadequacy by being unattainably different, but also by potentially drawing on stereotypes which increase the sense of inadequacy, insecurity, and inferiority, and perhaps also by introducing an aspect of 'taboo'.

ACTION: Identifying Inadequacy

Do you feel any sense of inadequacy about sex? Here are some possible things you might feel insecure about:

- Penis size
- Body - size, shape, and muscularity
- Height
- Physical attractiveness
- Sexual performance (how long you can last in bed, or the intensity of your sex)
- Sexual confidence
- Sexual innocence - perhaps you're relatively inexperienced in bed, and insecure about that
- This fetish - having this fetish can make you insecure! Maybe you're insecure that you're not dominant enough, or that you don't have a nicer fetish, or that your partner won't be sexually fulfilled by you because of your fetish.

Whatever you're insecure about, become aware of it. Bring it to your attention. Part of what makes this fetish difficult to change is that a

lot of these things are subconscious - they're not in your conscious awareness. Until we make them conscious, they can never be healed. So, become aware of your sexual insecurities.

It may be useful to repeat this sentence in your head:

I am insecure about _____. It makes me feel _____.

When considering sexual insecurities, it's particularly relevant to consider how women feel about it. So, ask yourself: what do you think women think about your insecurity?

Women think _____.

Bring these thoughts to your conscious awareness.

Other Sources Of Inadequacy

Inadequacy is not just created through the interracial aspect though. There are many other ways to increase the sense of inadequacy.

Monogamous Inadequacy

In the cuckold fetish, some people like when the girl acts like a ‘slut’. That’s still the eroticization of inadequacy. The sense of inadequacy here comes from thinking that she, deep down, wants sex more than her monogamous relationship. It’s thinking that she would give in to her sexual urges at the sacrifice of her partner. It’s assuming that one man is not enough to fulfil a woman’s sexual needs – you can *never* be good enough.

When a girl acts slutty, it can be arousing by those mechanisms. Even more so if it doesn’t involve you! It’s still the eroticization of inadequacy.

Partner/Provider Inadequacy

Sometimes, the ‘bull’ in cuckold porn can be the woman’s ex-boyfriend. Obviously, this eroticizes a commonly painful feeling - the feeling of being compared to previous lovers, and losing. The thought of a wife/girlfriend enjoying their ex more than you is extremely painful. It triggers feelings of inferiority.

Sometimes, the 'bull' is someone's *boss*. This isn't so common but it's an interesting point to make: it's still the eroticization of inadequacy. This time though, it's finding arousal in the thought that the girl wants to have sex with a guy that's got more money, power, or status, so the insecurity is related more to that than to things like penis size. It's eroticizing non-sexual inadequacy. That doesn't mean that if you are aroused by that, you have no money, power, or status – it just means you're insecure or concerned that women *want* that.

Most of the time the bull is simply someone who's high up on the dominance hierarchy. The dominance hierarchy is a social structure that is created to establish a ranking system. In social groups, members are likely to compete for access to limited resources and mating opportunities. Rather than fighting each time they meet, relative relationships are formed between members of the same sex. Based on these repetitive interactions, a social order is created known as the dominance hierarchy.

That's where the concept of an 'alpha male' comes from - it's a man who's at the top of the dominance hierarchy. Women are naturally drawn to him, and men want to be him. One of our basic drives is to attempt to climb this social hierarchy in order to have the best possible chance of finding a mate. It's our most deeply ingrained idea of whether we're good enough or not. So, someone higher up on the dominance hierarchy can create in us a greater sense of inadequacy

at a very deep level. This could be someone with more confidence, power, or money.

ACTION: Identifying Inadequacy 2.

Similar to the previous exercise, I want you to become aware of anything else that might make you feel insecure. Here's some possibilities.

- Money
- Power
- Status
- Your career
- Your social ranking
- Your 'street cred' or 'coolness'
- Your social authority
- Your perceived ability to fit in
- Your worth as a partner

Again, become aware of anything that affects your sense of self-worth as a partner. Complete this sentence: I am insecure about _____. It makes me feel _____. Women think _____.

Conclusion: Inadequacy

The cuckold fetish forms as a way to turn a fear or sense of inadequacy into sexual pleasure. This sense of inadequacy is induced by the humiliating scenario of the cuckold fetish alongside other potential factors.

This means that you have a fear or sense of inadequacy - that's what's being turned into sexual pleasure. If you want to get rid of this fetish, all you need to do is to get rid of that. That is the focus of these books: overcoming fears and feelings of inadequacy.

Generally, a fear of inadequacy coincides with a sense of inadequacy. It's hard to have one without the other. If you fear inadequacy, you'll be concerned that *you're* inadequate, and thus always unconsciously have a lingering feeling of inadequacy. If you have a sense of inadequacy, you'll hope it's not true and fear anything that confirms that.

Hopefully it's clear that there are many different forms of inadequacy and insecurity which are eroticized through the cuckold fetish. Whether it's purely sexual inadequacy - not feeling good enough in bed - or mixed with other types of inadequacy, it all comes down worrying that you're not good enough.

Sometimes, sexual inadequacy can be dealt with by becoming more confident in bed; learning how to be a better lover, for example, or

going to the gym and getting a better body. Likewise, by becoming happier with your role as a partner, by working on your career or becoming a better person, or whatever's right for you, you can overcome other forms of inadequacy too.

However, these are usually just surface-level insecurities that are manifestations of a deeper problem. Improving on these things works to some extent, particularly for those who are severely below average. For most people, it is the deeper subconscious problem which is more pressing.

This is a deep, long lasting, and pervasive influence, that is not easily healed. It is formed in childhood, and usually strengthened throughout life. This itself is a generalized explanation. Everyone is different and totally unique, and the exact emotions are an interconnected whirlwind of not just inadequacy but many similar feelings which themselves are unique, nuanced, and completely individual. Some people may have particular fears about infidelity, some might feel like a failure with women. Some may have more shame, others may fear abandonment.

The origin of these feelings is something which will also be unique to you. Everyone has different reasons, and different contexts for those reasons. We all go through different things in life, and then we interpret those different things in different ways, against a different

backdrop having had previous different experiences which make us see the new different experiences in a completely unique light.

However, it is not totally restrictive, and by understanding how and why it forms as well as what to do about it, you can heal this and find freedom from its constraints. This is an individual journey that you must embark on yourself, using this book as information on where to look. I can only give clues; you must draw your own map.

Cuckolding is the eroticization of inadequacy.

Chapter 5: Healing

Inadequacy

Maybe the reasons behind your sense of inadequacy are *true*. Maybe you actually aren't good enough. Maybe you're a piece of crap. Maybe you have an awful life and a lot wrong with you. Maybe you're fat, mean, with an awful career and there's nothing good about you. Maybe you have an awful personality and no women like you. Maybe you simply are inadequate.

It doesn't actually mean that you'll have a cuckold fetish because of that. The cuckold fetish is the eroticization of **perceived** inadequacy. That means it doesn't matter how awful your life is, or how good your life is. The only thing that matters is how you unconsciously feel. There are people at the bottom of life that feel pretty good about themselves. Likewise, there are people at the top of life who still feel like they need to do better. It doesn't matter how many things you have wrong with you or right about you; all that matters when it comes to this fetish is how you *feel* about that. It's not related to real life.

On the other hand, maybe your life is pretty good. Maybe you're nice, intelligent, and very good with the opposite sex. Maybe you have a very fulfilling career or a hot body.

It still doesn't matter. The cuckold fetish is the eroticization of *perceived* inadequacy. It doesn't matter the state of your life, or how far from inadequacy you really are. All that matters is the subconscious perception. You can have a great life but still have a lot of perceived inadequacy. Similarly, you can have an awful life and not have any perceived inadequacy. The amount of *actual* inadequacy you have is not connected to the amount of *perceived* inadequacy. And it's the *perceived* inadequacy that causes the fetish.

So, going to the gym, getting ripped, becoming rich and successful, improving social skills, and more, will definitely improve you but that doesn't matter. They won't necessarily improve how inadequate you *perceive* yourself to be, because this subconscious feeling of inadequacy is not totally connected to how inadequate you are in real life.

If you're totally at the bottom of life, it's a different story. If you're unemployed, morbidly obese, socially incompetent, or addicted to alcohol or drugs, then that's when improvement can help. But if you're near average, improvement doesn't help - this is a psychological problem.

Weirdly, if you have something like an addiction to food or alcohol or a tendency to underachieve and never fulfil your full potential - or anything else that makes you feel inadequate - these things can be caused by a feeling of inadequacy initially. That subconscious feeling of inadequacy can make us turn to alcohol to numb our sense of low self-worth, or we might stuff ourselves full of food to feel better, or we might prevent ourselves from fulfilling our full potential because we don't feel good enough.

That's why it can be so hard to change these things. It's actually the *feeling* that's the problem. The subconscious perceived inadequacy can cause the actual inadequacy.

Some people don't have anything that makes them inadequate. They may be super-achievers with a lot going for them. Yet, they still feel a need to improve. This is also driven by a subconscious sense that they're not good enough. Self-improvement gives them hope that one day they will be good enough. Unfortunately, you will never reach that feeling through self-improvement, because it's a feeling, not a state. Instead, you need to tackle the subconscious feeling of inadequacy. So, for them, the advice of 'Improve yourself!' won't work.

Generally, you don't 'become' good enough. You realize it.

Furthermore, inadequacy is *relative*. As soon as you improve, you'll become aware of more ways to improve. It never ends. You can

never improve to a point where you are good 'enough' because 'enough' changes. You don't 'become' good enough. You just change how you feel. Subconscious inadequacy is not fixed by improvement. It's fixed by healing the subconscious. Anyone can do that.

Having said that, some people only have a feeling of inadequacy because their lives are awful. If you don't have a job, don't have any friends, and really have an awful life, then it's pretty clear why you'd feel inadequate. The easiest way to feel less inadequate is to improve your life.

However, if your life is roughly average,²⁶ or only slightly below average, (or even above average), it's purely a problem with the mind.

The other 3 books in this series are aimed at changing that problem, and potentially isolating any areas where you do need to improve your life.

²⁶ 'Average' should be thought of in relation to real life people, not distorted perceptions of reality that come from porn, TV, films, and social media. For example, in the US, UK, Canada, Australia, and New Zealand, more than 60% of people are overweight; that is average. The average salary is underwhelming, and average attractiveness is similarly lower than most people think. Often we compare ourselves to abnormal standards.

Chapter 6: Conditioning

There's one more thing that affects the way this fetish works. It's known as classical/Pavlovian conditioning.

Ivan Pavlov was a Russian scientist who was doing some experiments on dogs. He made a very interesting observation which was completely unrelated to his experiments: every time the dogs saw Pavlov's assistant, who was in charge of feeding the dogs, the dogs started salivating. Pavlov thought that the dogs might have created an association between the assistant and food - and that's why they started to salivate upon seeing the assistant that fed them as opposed to the food. The theorized association would make the dogs expect food every time they saw the assistant.

So, Pavlov tested this. Before every time he fed the dogs, he rang a bell, and made sure the dogs heard. He wanted to see if it was possible for them to associate the sound of the bell with food. He carried on feeding them like this for quite a while, ringing the bell then giving them food, over and over again.

Eventually, he decided to ring the bell and NOT feed them, and measure how much they salivated. Sure enough, the sound of the bell led to increased salivation, the dogs had associated the sound with food. Ringing the bell triggered the same response as food.

Conditioning Happens With Fetishes, Too

In 1966, researchers tested the same hypothesis to attempt to explain the development of fetishes.²⁷ They showed men pictures of boots next to pictures of naked women, intending to make them associate boots with sexual arousal, and thus create a fetish. Over and over again, they displayed boots next to naked women.

Sure enough, after a while of doing this, the men showed signs of sexual arousal to the pictures of boots alone. This suggests that if you're repeatedly exposed to the same thing at time of sexual arousal, you can begin to associate that thing with sex.

The study didn't actually demonstrate the men becoming *more* aroused to the pictures of boots than the women, and therefore doesn't explain *fetishes* in my interpretation, but rather just the role of conditioning in sexual behavior. I would argue that part of the definition of fetish is that it is *more* pleasurable than just looking at naked women. Fetishes are supposed to seriously turn you on, more so than anything else. The study didn't show that, and it is unclear how that would happen in this way. Even though this study set out to explain the formation of fetishes, it actually just showed the potential for conditioning to play a role in shaping some aspects of your sexual behavior.

²⁷ Rachman, S. (1966) 'Sexual Fetishism: An Experimental Analogue' *The Psychological Record*, 16(3), pp.293-296.

It also doesn't make sense when you think about other fetishes - how exactly can someone become conditioned into liking being tied up? They'd have to be tied up and aroused over and over again for the link to form. Conditioning can't cause a sexual fantasy like this, but that doesn't mean conditioning has no role in your sexual life. As previously stated, conditioning does play a role in some aspects of your sexual behavior. This is probably most evident when it comes to porn.

Conditioned Into Needing Porn

Watching porn over and over again conditions your brain into forming an association between porn and the fulfilment of your sexual needs. You can become conditioned into needing porn to feel sexually satisfied, and this can create a compulsive urge. It may be less obvious that you need to have sex, and you might feel drawn towards porn instead. The more you associate porn with fulfilling your sexual needs, the more porn you're likely to watch. The trouble with that is that porn can get boring, you can become desensitized, and eventually you can require progressively more hardcore content to reach the same level of arousal - potentially leading to the cuckold fetish.

Furthermore, once you start watching cuckold porn, this suggests that every time you become aroused *by cuckolding*, you strengthen the association in your brain between cuckolding and pleasure. If

you have the same feelings every time you masturbate, you'll become conditioned into associating them with pleasure. **The more you experience this fetish, the stronger it becomes.**²⁸ That conditioned response will surely become an obstacle when we attempt to heal the root cause, so be aware of this.

Conditioning can cause other fetishes a little more easily. For example, a fetish for an object, material, or piece of clothing, is best explained as a positive association that had formed in the brain between that thing and pleasure.

Sometimes, conditioning doesn't have to be experienced hundreds of times for it to stick in. If the experiences are strong enough, or happen early in life, a positive association can form with very few experiences. For example, we all have favorite foods. Everyone has foods they like and dislike, despite the fact that all our taste buds are largely the same. The phenomenon of a 'favorite food' can be formed by your first experience with that food being overwhelmingly positive.

Associations

When I was a child, I remember finding out where milk came from and being disgusted, around the same time as tasting some expired milk. For the next 20 years of my life, I didn't like milk. The milk I

²⁸ Nolen-Hoeksema, S (2013). *Abnormal Psychology (6th ed.)*. Boston: McGraw-Hill. p. 385.

drank was the same as everyone else's, and my taste buds weren't any different, but my associations were negative, so I didn't like it.

This is how our preferences (and actions) can be shaped by past experiences. This is what it means when someone 'doesn't like' something; they have negative associations. We all have past experiences, and they form associations which affect our present interpretations.

One way obesity can be caused is when children are given food by their parents as a reward for good behavior, and denied food when they've been bad. They grow up seeing food as a treat, and linking the feeling of eating with the feeling of being loved. They don't see food as fuel for the body, they see it as a reward. This is the role of mental associations. They associate food with good emotions, more so than most people, and struggle to eat less in adulthood as a result.

The same can happen with porn and sexual tastes. If your first exposure to cuckolding is a particularly good porn video that happens to hit the right spot, you'll form a positive association in your brain, and come to 'like' that genre.

This is how two people can have different opinions about the same thing. Whether it's food, porn, people or even politics, our past experiences form positive or negative associations that can determine whether we like or dislike something, and change our

interpretation of it, despite seeing, tasting, hearing, and experiencing the same thing as everyone else.

Associations Can Change Easily

After a series of particularly good milkshakes in my early 20s, I experienced many positive feelings towards milk. It stopped being ‘disgusting cow waste’ and started being a delicious creamy treat. Then, ice cream increased my newfound fondness of milk. My opinions on milk were completely reversed, because I associated it with different things.

That’s really what an ‘opinion’ is - either an *association* or an *interpretation*. Our past experiences determine how we interpret things and what we associate things with. You may benefit from exploring whether you’ve formed pleasurable associations with the cuckold fetish; you probably have if it’s been a long-term source of pleasure. Perhaps you’ve formed positive associations with porn too.

Oliver, a 20-year-old retail worker, came to me with one particular problem. His only sexual experiences up until then had been with porn, and when he recently got his first girlfriend, he found that he could hardly keep an erection if he wasn’t sitting or lying down. This was a strange problem, but it seemed to be because that was how he’d always masturbated: sitting or lying down. It felt natural to have an erection while sitting or lying down, but to have sex in any other position felt unnatural and uncomfortable. His brain had associated

those positions with arousal, and keeping an erection while standing, kneeling, or lying on top of a girl was difficult. This is the role of conditioning. His brain associated sexual pleasure with a certain position.

Aversion

One of the most successful methods for treating fetishes through this conditioning mechanism is with ‘aversion therapy’ and ‘covert sensitization’.^{29 30} These methods try to create a *new* association in the brain between the fetish and *bad* things, such as an unpleasant smell, pain, or a negative emotion.

Researchers have used some highly unpleasant ways of doing this: they would show the patient a picture of their fetish and then slap them, or give them a small electric shock, or shout at them, or make them smell something disgusting, or inject them with nausea-inducing drugs, and repeat this over and over until the negative association replaces the positive sexual association. In this way, they can be re-conditioned into disliking their fetish. It’s essentially the opposite of the 1966 boot fetish study - the association is negative, instead of sexual.

²⁹ Laws, D. R., & O’Donohue, W. T. (Eds.). (2008). *Sexual deviance: Theory, assessment, and treatment*. Guildford Press.

³⁰ Kilmann, P. R., Sabalis, R. F., Gearing, M. L., Bukstel, L. H., & Scovern, A. W. (1982). The treatment of sexual paraphilias: A review of the outcome research. *Journal of Sex Research*, 18(3), 193-252

The problem with this - aside from how unpleasant the process is - is that it only treats that mental association, and doesn't get to the root cause. Or, perhaps more accurately, it assumes that the root cause is the association. That's not always the case, particularly when a fetish has an emotional root cause.

Covert sensitization involved picturing your fetish, and then simply *imagining* a negative event, like a horrible pain, a negative emotional experience, or something disgusting. If you imagine this in sufficient detail, such that it is unpleasant to do so, and repeat this over a long period of time, you associate that negative thing with the fetish and it stops being arousing. This is essentially the same as aversion, but with an imaginary bad event instead of a real one. There are many studies that show that this works,^{23 24} but again, it's unpleasant and doesn't get to the root cause. These methods also seem to need repetition (perhaps yearly) to sustain their effect; the negative association slightly decreases with time.

A technique known as 'orgasmic reconditioning' has also been used successfully.³¹ This entails masturbating to orgasm, and then continuing masturbating while exposed to the fetish for another 10-30 minutes - at a time when you obviously won't feel any arousal, and will feel quite uncomfortable and awkward. This is supposed to remove the association between the fetish and arousal by linking it

³¹ Marquis, J. N. (1970). Orgasmic reconditioning: Changing sexual object choice through controlling masturbation fantasies. *Journal of Behavior Therapy and Experimental Psychiatry*, 1, 263–271.

with a non-aroused state. It sounds pretty unpleasant, and again doesn't get to the root cause.

These are just 3 examples of 'behavioral' methods. There are dozens of different ways of employing this concept, most of them better than these.³² I chose these three to demonstrate the extremes, and the most easily understandable explanation of this concept.

Same Concept, Different Area

On a similar note, doctors have actually invented a pill that 'cures' alcoholism. It reacts with alcohol in the stomach, and makes you want to vomit every time you drink alcohol. By doing this, you quickly realize that alcohol is unpleasant, so you stop drinking. The positive mental associations with alcohol start to become replaced with negative ones - feeling immediately sick instead of happily drunk. The desire to drink therefore goes away, and thus the alcoholism is 'cured'.

However, the real question for alcoholics is: why were you drinking in the first place? What makes you want to repeatedly drown your sorrows in alcohol? What was the original cause for needing to be drunk? Why couldn't you stop? It should be obvious that alcoholism isn't caused by nice-tasting beer. Most people like alcohol, but they

³² Langevin, R. (1983) *Sexual strands: Understanding And Treating Sexual Anomalies In Men*. Hillsdale, NJ: Erlbaum.

can control themselves, and can cut down if it starts to negatively affect their life. Alcoholics, however, can't.

Positive mental associations are not the cause of alcoholism; there are other factors in life that contribute. If these questions go unanswered, then no matter how good the pill is, the patients can just fall back into alcoholism after they've stopped taking the pill. This is because the original cause remains.

If not, they may just find other ways to deal with the same original problem, which can be equally damaging. People who have had an addiction to alcohol are more likely to turn to gambling, other drugs, or other ways to deal with the same problem.³³ This is because the cause of their alcoholism will be the cause of other addictions. Alcoholism has a psychological root (although there are many other factors). Using a pill that makes alcohol disgusting does not solve this psychological root.

Changing Associations Ignores The Root Cause

The same principles apply here too. If you use aversion or covert conditioning to try to change your cuckold fetish, the evidence indicates that it will be successful. However, it won't get to the root cause. The subconscious inadequacy will remain, and may end up being eroticized in other ways (there are many other fetishes which

³³ Helzer, J.E. and Pryzbeck, T.R., (1988). The co-occurrence of alcoholism with other psychiatric disorders in the general population and its impact on treatment. *Journal of studies on alcohol*, 49(3), pp.219-224.

eroticize inadequacy), or a few years later you'll go back to this fetish.

Furthermore, subconscious inadequacy can cause a whole ton of other problems - including addictions - and they will still remain. This is the most obvious critique of behavioral methods - aside from being inhumane and introducing suffering, they treat the symptom, not the cause.³⁴

Therefore, these methods aren't very good and won't be the focus. Some people honestly don't seem to care about this, and revel in the fact that they can change their fetish by these means, regardless of how unpleasant or shallow the methods are. That's ok - it's nice to be sure that there is hope, especially when things feel hopeless. However, in the next chapter you'll understand why that's not the best thing to do.

But, Don't Completely Ignore Associations Either

Having said all that, even though it isn't the root cause, conditioning will still be present. Every time you masturbate to this fetish, you create a positive mental association. When healing the underlying emotions that cause this fetish, there will still be an association between this fetish and pleasure. If you heal the root cause and the conditioning remains, you'll still have positive associations and still

³⁴ Langevin, R. (1983) Sexual strands: Understanding And Treating Sexual Anomalies In Men. Hillsdale, NJ: Erlbaum. p50

feel the desire to engage in this fetish, so it's worth bearing that in mind. Conditioning plays a role, but not the main role.

Fetishes can come and go over the course of a lifetime.³⁵ Some do, and some don't. Over the course of our lives, we change and grow as people. The emotions that once controlled us in puberty may be completely gone by adulthood. The emotions after a life-altering event such as a divorce may change our life so dramatically that we become a different person than a few years previously. A sense of inadequacy can also change, and likely will over enough time.

Likewise, fetishes can move with our changes. The things that may have aroused us previously could be forgotten a few years later as we change who we are and change the fears and emotions they rely on.

Some people may change as people, completely change their subconscious emotions, but not experience any change in their fetishes. This can be because of conditioning. Once you form a positive association, it remains there until you change it.

Therefore, you should bear in mind that when changing the root cause, this conditioning remains. If you were to stop watching porn, and stop masturbating to this fantasy, the association will go away over time, especially if you get the chance to form new positive associations with other, more healthy areas of sexuality ('healthy'

³⁵ Siegel, S., (2011) *Your Brain On Sex: How Smarter Sex Can Change Your Life*. Sourcebooks Casablanca

meaning they don't make you feel bad). Of course, if subconscious inadequacy still remains then the association is irrelevant - you'll still have this fetish.

Similarly, if the subconscious inadequacy is gone but the association remains, you may still feel drawn towards cuckolding, so bear that in mind; you'll need to make sure the association goes away too. That will happen with time alone. If you're impatient, you can try to connect more with the pain of infidelity, inadequacy, and humiliation whenever you think of this fetish, as the way to shape your associations. By focusing on the painful aspects, particularly at a time of no sexual arousal, your associations will start to change.

I'm not recommending aversion therapy, covert sensitization, or any of these other techniques, instead merely noting the abundance of evidence in their favor and using that to point out that there are two things that affect fetishes: deep-rooted emotions and mental associations. Time will change those associations alone - these unpleasant techniques really aren't necessary when you heal the root cause, but they're worth bearing in mind to approach the issue from all angles.

Chapter 7: The Science Of Fetishes

Fetishes make us feel good about ourselves. They either do that by protecting us from deep-rooted emotions, or they're a way to escape from them, or they're a way to find validation in confronting them.

We don't know which of these explanations are correct, and we probably never will; it's not really testable or provable, and we can't create studies to determine it.

What we do know is that fetishes eroticize deep-rooted emotions - even if we don't know exactly how or why. We don't really need to know that.

Fetishes also form due to your associations. We all form different associations with pleasure, and with inadequacy too.

The cuckold fetish revolves around inadequacy, and the more inadequate we're made to feel, the better.

What does this mean about you?

You have a deep-rooted sense of inadequacy; a sense that you're different from everyone else, that you're fundamentally flawed in

some way. Like every human was made in a factory, and you came out different. As if you'll never be 'one of them', a normal person.

Or, perhaps it's more of a fear of inadequacy; the need to do everything right, avoid mistakes, succeed in life, and be 'good' in every way possible. The burning urge to be rich, famous, successful, popular, or whatever you've associated with being good. Maybe you have a burning desire for success in business, or maybe you're driven to accumulate as much knowledge in your brain as possible, maybe you want the best body in the country, or you need to be seen as an artistic genius. These are all ways in which our fears of inadequacy controls us; by making us do everything we can to avoid the possibility of being anything less than perfect. Sometimes it feels like a sense of superiority, and sometimes we have delusions of grandeur. Sometimes these things do manifest themselves in our lives and we literally become rich, ripped, successful, a genius, and very far from being inadequate. But, the fear or sense of inadequacy remains, because it's not connected to reality; it's subconscious.

As well as a sense or fear of inadequacy, you also have fears of infidelity. You're not entirely secure in relationships.

This may manifest itself as attachment anxiety; constantly needing reassurance, constantly seeking proximity with your partner, thinking about texting or calling them far too much, and generally being too needy. Feeling jealousy at the smallest things.

Or, it may manifest itself as attachment avoidance; being too distant, keeping your partner at arm's length, choosing to work 80 hours a week or always choosing the gym over them and then getting annoyed when they actually want to spend time with you. Using this as an excuse to retreat from intimacy.

Fears of infidelity can also come from your associations. Some men are particularly concerned about casual sex - they have bad feelings about the topic. They hate the idea of girls having casual sex; it makes them feel bad. This is because it pushes on the same buttons as the cuckold fetish - the fear of inadequacy, the fear of not being good enough in bed, the fear of other men being better.

Some men have been cheated on in the past, and this makes them fear infidelity.

Some men have a lot of shame around sex and their sexuality. The chastity fetish tends to be linked to shame around sex, but I've found that nearly EVERYONE has some level of shame around their sexuality. Not just their fetish, but their sexual needs.

Some men feel unattractive, undesirable, and unsexy. Occasionally this can be linked to feminization and emasculation (the 'sissy' fetish), because being made to dress up as a girl can be a way to feel sexy and desired.

Small penis humiliation is arousing to people who think that penis size is particularly important, regardless of the size of their penis.

Your fetish can tell you a lot about yourself, if you let it. In the next book, we'll investigate how the feelings which caused your fetish have affected your life. We'll look at the type of person it makes you, and the actions you're drawn towards as a result. This will make you able to start breaking down those emotions, to reduce their intensity and stop them from being reinforced.

By removing these deep rooted emotions and changing your associations, the fetish stops being arousing.