

# What is Sex Appeal?

*“There is more to sex appeal than just measurements.  
I don’t need a bedroom to prove my womanliness.  
I can convey just as much sex appeal picking apples off  
a tree or standing in the rain.”*  
- Audrey Hepburn

Ask any ten people what makes a woman sexy, and you will likely get ten different answers. Since the dawn of time, people have tried to understand what it is that makes someone have sex appeal. As human beings, we are programmed to do things that will force us to seek out the best possible mate or life partner. Why? The answer is simple. Nobody wants to be alone. Humans are social animals. In fact, the concept of finding “the one” has been ingrained in our collective psyche as a species. For the modern woman, trying to navigate how to be attractive in a sexual way in the twenty-first century is a daunting proposition indeed. Luckily, us ladies don’t have to go it alone!

This book is intended for badass women who want to practice radical self-love. It was written by a woman, and as such contains thoughts and perspectives which aim to help this specific target audience. That’s not to say other demographics won’t find the information inside beneficial. Men (and all gender identities) are welcome to read on. We hope they do! But please keep in mind, sex appeal sits on a sliding scale of epic proportions. Culture, age, experience, religion, and upbringing make us all different. What one person finds attractive might turn off another. And that’s okay! With so much variety, even the strongest disbelievers of love have a shot at finding their perfect romantic match. Girls or guys... anyone can learn tips on how to increase their sex appeal.

First, let’s start off by defining sex appeal. What exactly does this refer to? What’s the science behind it? Well, simply put, sex appeal is the quality of being attractive in a sexual way. To quote Wikipedia, “sexual attraction is attraction on the basis of sexual desire or the quality of arousing such interest. Sexual attractiveness or sex appeal is the individual’s ability to attract the sexual or erotic interests of other people, and is a factor in sexual selection or mate choice.” Of course, this means different things for different people. It could be getting married. Finding a husband. Or long-term companion. Conversely, heightening sex appeal can be something we do just to feel good about ourselves, like wearing lipstick! When it comes to expressing sexiness, each person is as unique as a snowflake. There are no wrong answers.

One thing is for sure. Sex is an important part of our lives. With it, we are happier, healthier, and more in tune with our bodies. Registered nurse and famous sex educator Sue Johanson tells us:

*“Sex is...perfectly natural.  
It’s something that’s pleasurable.  
It’s enjoyable and enhances a relationship.  
So why don’t we learn as much as we can about it  
and become comfortable with ourselves  
as sexual human beings?”*

- Sue Johanson

To be clear, sex appeal is NOT lust. Sure, it's part of the same package. But genuine sex appeal is about so much more than just raw desire. To illustrate, think about classic Hollywood stars. Names like Diahann Carroll, Dorothy Dandridge, Lena Horne, Ruby Dee, Marilyn Monroe, Bette Davis, Nina Mae McKinney, and Grace Kelly. Yes, these women were beautiful. In addition, they possessed a special sparkle, a skip in their step, a glow around their aura. All over the world, men drooled over them. Ached for them! And without ever needing to remove their clothes or compromise their integrity.

How'd they do it? Were they geniuses? Goddesses? No. These female leads had simply mastered embodying sex appeal. In the words of Sophie Loren:

*“Sex appeal is 50% what you've got and 50% what people think you've got.”*

Now that you know what sex appeal is – and what it's not – I'll share with you proven skills and techniques to tap into and discover (or rediscover) your sexual attractiveness. Regardless of age, body shape, or experience level, I promise by the end of this book you'll undergo a glow up transformation and be noticeably more attractive to everybody who sees you. Ready to be irresistible? Yeah, you are! Let's dive in babe.

### **Consider these five principles**

1. Be Confident. The most important component in **sex appeal** is confidence
2. Love Yourself
3. Find **Your** True Self
4. Take Better Care of Yourself
5. Compliment Yourself

Don't worry if these ideas seem overwhelming. In the following chapters, you will learn tested and true strategies to bring out the sexiest version of yourself. Whether the properties of attraction are brand spanking new or you're already a super confident queen, there's no reason not to practice self-love on a regular basis.

So, the big question. What makes a female sexually appealing? Psychology tells us that a so called “pyramid of attraction” exists. It looks something like this. At the bottom are health and status. In the middle is emotion. At the top, logic.





## Health & Status

Based on this pyramid theory, men classify some things as more important than others when determining how attractive somebody is. For example, health is at the very base. Therefore, if a woman looks like she's physically healthy and radiates both inner (and outer) beauty, chances are higher she'll have more sex appeal. Likewise, if she's dressed to impress, then her status will go up in the eyes of others. But remember, appearances are only a tiny part of the equation. After all, beauty is in the eye of the beholder. Charisma and personality matter so much more. That's why emotion gets a spot in the middle of the pyramid. In order to really move past "plain old sexy" and into something deeper, we need to feel an emotional connection to our partner. Shared interests, showing compassion, humor...these are all necessary parts of any romantic relationship.

Confused? Think about it like this. Everybody knows that something as easy as smiling enhance our desirability. A smile makes a woman look more approachable. If you don't have perfect teeth or are otherwise self-conscious about your smile, it really doesn't matter. Allowing yourself to smile around the guy you're interested in immediately boost your attractiveness. We only have about 30 seconds to make an impression on somebody new. Why not give it everything we've got?

Last is logic. As the smallest layer of the pyramid, this is the area that a lot of people neglect. But when talking about sex appeal we can't forget that as much as humans are basically just super evolved animals, we are also spiritual beings. We have complex thoughts. Our bodies can be physically attractive, but to truly be sexier, we also need to cultivate our brains. Fortunately, by picking up this book, you're already off to the races in learning about how to increase sex appeal.

So come on, sexy lady! Keep reading to find out how any woman (regardless of age or size) can light up the sexiness in her life. Read on to set your sex appeal on fire!