

INTRODUCTION

Our vision of this book is as a gift to both men and women of all ages. We want women—especially single women—to know that no matter how insignificant they may feel personally, they are the drivers of human evolution. We have Charles Darwin to thank for opening our eyes to Sexual Selection, the process by which females of almost all animal species do the choosing of mates. His work survived its century-long suppression to be a beacon of hope for human change.

If humanity is to continue to evolve, grow out of our economic and environmental greed and achieve the balance of which we are capable, women's partner choices will be key to that evolution. In saying this we are simply following the example of just about every species on the planet, in which males display and females choose their mates.

When women choose partners who possess traits that are beneficial rather than destructive they pass on those traits to the future. The task for women is to overcome cultural archetypes of what women are supposed to want in their mates; to make choices that will benefit them and their descendants; to act not out of desperation, compliance or fear, but out of their innate intuition.

We want women to know that they have the power to change our species for the better or the worse; it's all up to them. Only they can help men redefine "progress." We want men to know that they are going to be happier without the pressures of mate choice. All they have to do is display their genetic traits, something they are very good at already. We want everyone to taste the delicious dessert that is seduction. We want women to use seduction and men to receive it willingly. We want an end to blame between the sexes for past deeds, a clean beginning of a new paradigm of partnership. We also want to reassure men that, if women are given parity with men, women will not treat men the way men have historically treated women. We all need each other to make Redefining Seduction work!

With this handbook, you begin the journey that just might change your life. It has been written as a companion to the Redefining Seduction presentations and workshops. It is a distillation for women of our full book, Redefining Seduction, which is written for both women and men. The changes to be made can only happen when the sexes have better communication and greater understanding of each other. Our message is going out to North America and Europe in many forms – film, stage, radio, television, group and personal workshops and on the Web <www.RedefiningSeduction.com>.