

The Pleasure Plan

One Woman's Search
for Sexual Healing

Laura Zam

*Pleasure
Plan
Kit*



Dear Beloved Reader:

If you've downloaded this Kit, I'm assuming you are interested in your own sexual healing, or enhancing pleasure in your life. It's also possible you're curious about this journey for someone you're close to (perhaps, a partner or a friend). Whatever your motivation, welcome! I wrote THE PLEASURE PLAN to inspire women (and people of all genders) to prioritize sexual health. I am honored that you chose me to guide you—through my book and through this Kit.

For thirty years I didn't know where to find information about the problems I faced. I didn't even know where to look! My mission—though this book and otherwise—is to offer a variety of resources for people, like yourself, who'd like a better sexual experience. You might need knowledge on your path, an encouraging pat on the shoulder, or a concrete place to start. I know many of you feel alone, or even broken, just like I did for so long.

With all that in mind, I've put together this Kit, which is meant to compliment other resources accessed through my website:

- [Book Club Kit](#)
- [Sex Brunch Kit](#)
- [My Blog](#)
- [My Newsletter](#)
- [Online Courses](#)
- [One-on-One Sex Ed Sessions](#)
- [Other Pleasure Goodies](#) (updated regularly)

I hope these tools are helpful on your journey. Please let me know how I might further assist you in finding and valuing your own pleasure!

Kind regards,

Laura



Five Sexual Healing Tips



Sexual healing can be extremely rewarding, but also complex. Here is a cheat sheet for how to get started.

Let Go of No

These days there's a lot of talk about saying No in the bedroom (setting boundaries, including those associated with consent). WE NEED TO KEEP THIS IN PLACE. And yet...There's another kind of No we might place upon ourselves. It's the No of despondency. It sets in, too easily, if sex has been bad for a long time. We might feel isolated in our experience, believing others are knocking over the furniture. In order to begin a sexual healing journey, we need to believe it's possible. One way you can trick yourself into hope is by making a commitment to healing, even if you don't know where it's going, even if you doubt it will work.

Diagnose THIS

After you decide to go on your journey, it's time for a proper diagnosis—from a doctor, a mental health professional, or both. My best advice is to seek out providers that specialize in human sexuality as well as your particular issue. Here's how to find a provider:

LauraZam.com/findingprovider

Go Off-Script

Long-term partnerships, or even new encounters, often fall prey to a pattern of lovemaking that feels stale or doesn't match the female body—our own authentic pleasure and satisfaction. One way to reawaken a sleeping, or malfunctioning, love life is to re-conceptualize it. Try replacing a regular sequence—like a little oral followed by some penetration (sound familiar?)—with a loosely-structured improv that makes room for mutual pleasure

Take a Pleasure Hour

If sex has been non-existent or bad, it can be helpful to reconnect with Eros while no one else is around. I recommend something called The Pleasure Hour. This is a one hour, solo, self-love session (defined as you wish). Sexy time alone takes the pressure off having to perform. For that reason, it's a great laboratory for recovery and discovery. If alone time is not possible, or you feel far away from sensual experiences, take yourself for a walk, trying to connect with your body and all your senses.

Create a Pleasure Plan

If the thought of getting sexually unstuck feels overwhelming or hopeless, try thinking of your healing as a project. In other words, frame your progress as a long-term endeavor unfolding over time. For more ideas, check out LauraZam.com/mypleasureplan.

How to Create Your Own Pleasure Plan



Healing your sexuality can be scary, but it just might blossom every aspect of your life. As you can see from my story, progress might not be smooth, or linear, or respectful of your ideal timeframe. Be gentle with yourself. Discovery, or rediscovery, of this tender and intimate part of yourself may take time; the journey may need to evolve in its own way. If you've not seen a physician, start there. Involving a therapist in your process—especially a sex therapist or mental health provider who is comfortable talking about these matters—is also a smart idea.

Here's a rough schema that can help you begin your own Pleasure Plan process, but feel free to improvise.

Step 1

Create a Pleasure Goal

What is your specific goal? Is it to be pain-free? Reconnect with your partner? Have better orgasms? Feel better about your sensual self? Deciding on one specific goal, or solving a single problem, can make it easier to find progress. This doesn't mean you don't have other aspirations or challenges. You're just looking for a place to begin.

Journaling Prompt:

What change do I desire in my romantic or sexual life? What single goal can I extrapolate from this desire?

Step 2

Dedicate a Blank Journal

A blank journal can help you capture a journey that may feel overwhelming, fleeting, fragmented, diffuse, or complicated. It's a single place to strategize progress and record your experiences. Find a journal that's beautiful to you. Ideally, you feel a dose of joy just looking at it. This is the beauty that will contain and organize your healing.

Journaling Prompt:

What kind of journal would perfectly capture my Pleasure Plan?

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Step 3

Organize your Journal

These are my suggested five sections. Feel free to use these, or make up your own.

1. WHY: Thoughts on why this goal is important
2. WHAT AND WHO: List of experts you could see, others you could talk to, or additional avenues for seeking help
3. WHAT'S IN MY WAY: Doubts and fears connected to your sexual healing
4. PIVOT: Challenge to doubts and fears; ways to turn around your doubts and fears
5. NOTES FROM THE PLEASURE HOUR: Drawing from The Pleasure Hour (your laboratory and dedicated time to focus on your erotic recovery), use this section to record insights from these adventures. You could also detail what happened with any visits, or conversations with experts

Journaling Prompt:

What sections do I want for my Pleasure Plan journal?

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Step 4

Begin a Weekly Pleasure Hour

The Pleasure Hour is 60 minutes dedicated to your pleasure. If you feel far away from eroticism, start with non-sexual pleasure (like reading a book or taking a nap). If you want to move into a sensual realm, then use your time for recovery and discovery. Ideally, you'll keep a weekly appointment with yourself. Here are some parameters:

- Make sure that no one else is in the house, if possible*
- If you can't manage 60 minutes, use the time you have
- Feel free to use erotica, porn, sex toys, lingerie, or any aids that help with arousal
- Challenge yourself to create a lovely environment: lighting candles, putting on music, etc.
- Allow yourself to try things you haven't brought to partnered sex
- Let go of any pressure or expectation
- Have fun!

*If having alone time in your house is not possible, then try taking a weekly pleasure walk by yourself. You could use this time to connect to your body and senses. Other options include browsing through a bookstore (Are there books on sexual health that might be inspirational?), eating ice cream in the park, or flirting with a waiter.

Journaling Prompt:

What would I like to explore for my Pleasure Hour? If I were to keep this appointment with myself, when would I schedule this? Which day? Which hour of the day?

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Step 5

Share Your Journal

Sharing doesn't have to be a one-person play in front of hundreds of people! There are many ways to let go of embarrassment—the point of making others privy to your journal. Most people only share a small segment, like revealing one paragraph that's not even told verbatim (perhaps it's just an insight you recorded). With whom should you share this material? A therapist is a good choice. A medical professional could also be a wise option, especially if you're trying to describe your symptoms. Another choice is a group of people who have a similar problem (like a specialized Facebook group). If you have a partner, then you could begin a conversation by reading something you wrote, or introducing your partner to tips/tools you experimented with during your Pleasure Hour. The public aspect of The Pleasure Plan process can help you root out shame. Sharing might also stimulate innovative thinking and solutions.

For those who would like a more public option, you could connect your journal to a final product, like a painting, a book, a documentary, a podcast, a blog, or something else. Some people find this adds extra accountability and motivation as well the healing that comes from helping others.

Journaling Prompt:

What aspect of my journal do I think I might share? Do I want to use my journal as source material for a larger public project, or keep it more private?

In Closing

The Pleasure Plan process is completely customizable. Of the tools above, find what works for you, discard what doesn't, and make your own rules. Remember: the point of this whole initiative is your personal pleasure as well as desire, joy, and satisfaction. Trust yourself. You probably know more than you think you do about your own healing and growth.



About Laura Zam



Laura Zam is an author/speaker, Sexuality Educator, Certified Trauma Professional, and women's health advocate. In addition to her memoir, her writing appears in *The New York Times*, *Salon*, *HuffPost*, *Sheknows*, and additional publications. In 2013, Laura's autobiographical comedy about healing from child sexual abuse was presented Off-Broadway. Media outlets that have covered Laura's work include *NPR*, *The Washington Post*, *PBS*, *ABC-TV* and many others. Laura speaks regularly on women's sexual wellness and healing. Venues include universities, non-profits, and conferences. She's taught at Brown University, UC Berkeley, George Mason, and other others.

Laura loves visiting book clubs as well as presenting to organizations in person or virtually. For more information, feel free to contact her using the contact form on her website. Or you can find her on social media:

LauraZam.com

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