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Elana Auerbach

AUTHOR OF 'THE SURE THING: A PLEASURE
PRACTICE TO REVIVE THE SPARK'

MEDIA KIT

The Sure Thing: A Pleasure Practice to Revive the Spark by Elana Auerbach will be released on February 3, 2026, published by Flower of Life Press.

The Sure Thing reignites the sizzle that once was.

Are you frustrated with your sex life? Hungry for reliable sensual satisfaction? Ready to fall more in love—especially with yourself?

The Sure Thing is your invitation to bring joy, intimacy, and passion back into your relationship. Drawing from a weekly practice that transformed her own relationship, Elana Auerbach offers a clear, accessible, and fun approach to reconnecting with your desire—and with each other.



You'll learn how to release shame, understand what you really want, create a ritual of pleasure, and meet resistance with play instead of pressure. This book makes it easy to revive the spark and keep it alive. If you're ready for more connection, more pleasure, and more fulfillment, this book will show you the way.

Elana Auerbach has spent years guiding people into their sensual aliveness. But this book is personal. For twelve years, she and her spouse struggled over sex. They tried pretty much everything—sexpert advice, toys, techniques—but nothing changed until Elana created **The Sure Thing**.

Inside, you'll discover:

- How to break free from shame, conditioning, and the pressure to “perform” intimacy
- Why most couples drift apart—and how to reverse that through intention and play
- How to navigate resistance and rekindle curiosity
- A step-by-step guide to crafting your own fulfilling Sure Thing practice
- Why a weekly ritual can transform not just your sex life, but your entire relationship with pleasure

About the Author

Elana Auerbach is a lover, mother, mentor, activist, and priestess. She spent her childhood and young adulthood on what she calls “the conveyor belt of life,” being the good girl and doing what others expected of her. This looked like graduating Phi Beta Kappa from UCLA, working on Wall Street for a Japanese investment bank, and marrying someone with whom she felt no chemistry.

It all fell apart in 2001 when Elana realized she’d been living a lie and found the courage to leave her marriage. She entered a world of sensuality and sex in a San Francisco pleasure-centered community. This is where she met Bill, who would become her loverman for life.

In 2005, Elana founded “Sensuelle: A Woman’s Journey into Sensuality,” a program supporting women to fall in love with themselves, connect with their authentic voice, and ignite their passion. Then, in 2011, a few years after becoming an ordained priestess with the Sanctuary of the 13 Moon Mystery School, Elana was certified to teach their year-long immersion into the feminine mysteries, where she taught for over a decade.

While Elana has a wealth of professional experience guiding people deeper into their bodies and their pleasure, **The Sure Thing** comes directly from her personal life. After years of frustration and failed gimmicks to try to respark her and Bill’s sex life, Elana created **The Sure Thing**. She wrote this book because she wants everyone to have access to this life altering practice.

Follow her on [Instagram](#) and [Facebook](#).

To learn more, visit <https://surethingexperiment.com>

Talking Points

- For twelve years, you struggled over sex in your marriage. What tips do you have for couples who are struggling with intimacy?
- What exactly is The Sure Thing?
- What is a ritual? Why do you think it's important to have a weekly ritual?
- What do you mean when you say 100% responsible for your own pleasure? What does that look like?
- Who can benefit from The Sure Thing?
- What can you do if your partner is resistant or unwilling to explore trying new things?
- What inspired you to write The Sure Thing?
- What do you hope readers will take away from your book?
- There are Love Ripple challenges at the end of each chapter. What are these and why did you include them?
- What is pleasure activism?
- Do you have advice for couples with children?
- In your book, you describe shame as being a weapon of the puritanical patriarchy. Would you unpack that?

- You redefine orgasm in your book. What is that definition and why did you want to redefine it?
- What is an inner pantheon? Why is this relevant to The Sure Thing?
- How can someone access these parts of themselves?
- Why is it important for The Sure Thing to connect with your inner child?
- What is the wild sensual self?
- Why do many people find it difficult to ask for what they want, especially in the bedroom?
- What is the Solo Sure? Why is it important to have a solo pleasure practice?
- Commitment, devotion and effort are mentioned as the primary ingredients to sustain a Sure Thing practice. Would you say more about this?
- How do you recommend people prepare for their Sure Thing?
- What qualifies as a Sure Thing?
- What are some ways to play with your own resistance? What are some ways to play with a partner's resistance?
- What is your biggest vision for this book?
- What is the Sure Thing Love Experiment? How can a weekly pleasure practice change the world?