



A COUPLET IDEA BOOK

Both Said Yes

The ideas real couples agreed on most, from a slow morning to
the pages you only open together.

79 IDEAS • 4 PARTS • 4 ESSAYS

Couplet

What couples agree on

Couplet works like this. Each partner sees the same idea on their own phone and swipes yes or no in private. Neither sees the other's answer. Only when both say yes does the idea appear to both of them as a match. Everything else quietly disappears. It is a yes/no/maybe list with the one flaw of those lists removed: nobody has to go first.

More than a hundred thousand people have used it, and by the time this book was made they had cast over eight hundred thousand votes. Roughly sixty-five thousand of those became matches, an idea two partners both wanted. This book is built from those. Every idea in it is ranked not by how many people liked it, but by how many couples both did. It is, as far as we know, the only list of its kind.

Why does that matter? A 2019 meta-analysis pooling forty-eight studies found that how well couples talk about sex is linked to almost every dimension of how good it is: desire, arousal, orgasm, satisfaction, less pain. Not how much they have, or how adventurous it is. How well they talk. The ideas here are the ones most likely to give you something to say yes to together, and the essays explain what the numbers do and do not mean, including where women and men in the data disagree.

Mark your own row on each page. Then compare, and see how often you match the crowd, and each other.

How this book works

01

Read it together, or alone

Open the book anywhere. Read an idea out loud, or leave it open on a page for the other to find. There is no order and no hurry.

02

Mark in private

Under every idea are two rows of three circles, one row each. Tap yes, maybe or no on your own row in your PDF reader, or print the page. No peeking, no explaining.

03

Compare

Two yeses is a match: plan it or do it tonight. A maybe is an invitation to talk. A no needs no reason, and gets none.

HOW TO MARK



Yes

I want this.



Maybe

Curious, but let's talk first.



No

Not for me. No reason needed.

The yes/no/maybe list

Sex therapists and educators have used a simple tool for decades. Write down a long list of things two people might do. Each partner marks every line yes, no or maybe, alone. Then you compare. The point was never the list. It was the alone.

When couples talk about what they want without a list, the first person to speak sets the frame. The second person hears a wish and answers the wish, not the question. Most of us are agreeable in bed, and a lot of us are agreeable to a fault. So conversations produce a picture of what one partner wants and the other tolerates. The private list produces something else: two independent answers, and the overlap between them is real.

That overlap is what Couplet measures, and what this book is sorted by. When a page says an idea was matched by three hundred couples, it means three hundred pairs of people who both, separately, said yes to it. Not liked. Agreed.

This part holds the ideas with the broadest agreement of all: skin, sleep, a morning with no plans, saying something true. They are not tame. They are the things nearly every couple in the data wanted more of and did not have a way to ask for. Start here, mark your rows, and notice how rarely the answer is no.

One reading tip: when you and your partner disagree with the crowd, that is not a wrong answer. It is the most interesting page in the book.

01

Sunday Morning

Nowhere to be. Skin, sleep and a slow start.

FOR

Everyone. Long-term couples and new parents first.



Lick each other's lips.

Matched by 328 couples. 67% of women and 77% of men on Couplet said yes.

You

Your partner

☒	☒	☒
☐	☐	☐
☐	☐	☐



One of you hugs the other
from behind, allowing your
hands to **roam freely** over
their body.



Matched by 1863 couples. 75% of women and 72% of men on Couplet said yes.

You

Your partner

	☒	☐	☐
	X	MAYBE	♥
You	☐	☐	☐
Your partner	☐	☐	☐



One of you **licks** the other's
cheek.



Matched by 315 couples. 61% of women and 71% of men on Couplet said yes.

You

Your partner

☒	☐	☒
☐	☐	☐
☐	☐	☐



THE END, FOR NOW

Thank you for reading it together.

Every idea in this book was said yes to by thousands of people on Couplet before it reached you. Some pages will have become plans. Others a good conversation. A few, a firm no from both of you, which counts too.

The app keeps going where the book stops: new ideas every week, voted on in private, shown only when you both say yes.

Couplet

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