



ANNA ELTON, PhD

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NEW BOOK

Discover what pulls us close, pushes us apart, and what it takes to stay connected—throughout every phase of love.

Written by clinical sexologist Dr. Anna Elton, the book blends research, real stories, and therapeutic insight.

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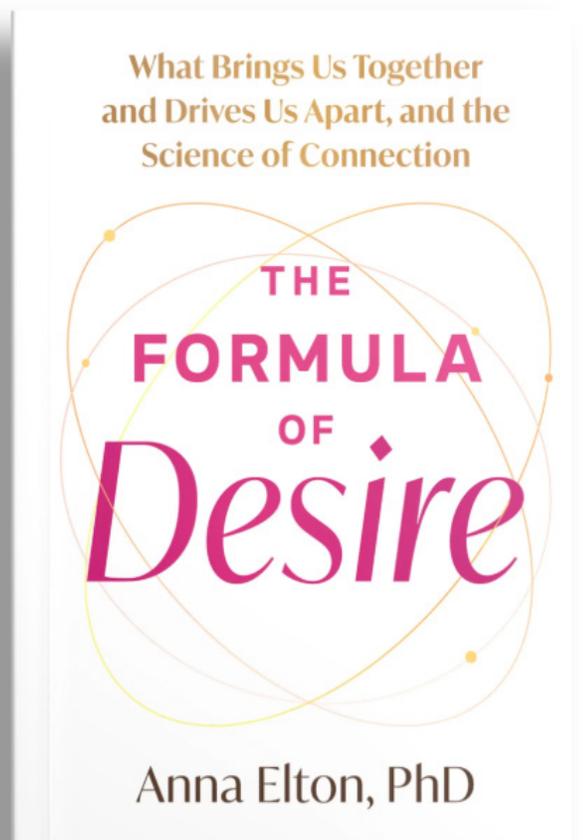
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WHAT IT'S ABOUT

Why do couples who once felt connected begin to feel distant?

After working with over 700 couples and studying the psychology of desire, Dr. Anna Elton developed a framework that explains why desire fades in the background of everyday life and how it can be restored.

Part science. *part story.* Part guide.

The Formula of Desire introduces:

- The **Relational Desire Score**, a credit-score-style assessment for relationships
- The **Wave of Desire**, mapping attraction to stagnation to rediscovery
- The **Currency of Desire**, identifying how partners exchange emotional and physical value
- The **Relationship Shift Model**, explaining why couples drift into disconnection



ABOUT THE AUTHOR

Dr. Anna Elton, PhD, LMFT, CST, is a licensed marriage and family therapist and clinical sexologist. She is the author of *The Formula of Desire* and the developer of multiple proprietary frameworks including the Relational Desire Score, the Wave of Desire, and the Currency of Desire assessment.

She has appeared on PBS, ABC, FOX, and NBC and speaks nationally on intimacy, connection, and modern relationships. Her work bridges science, clinical insight, and real-world application.

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MEDIA APPEARANCES



MEDIA KIT & INTERVIEW PACKAGE

KEY POINTS FOR MEDIA

Why This Book Matters Now

- Perfect for segments tied to: Valentine's Day, divorce season (January–March), summer relationship stress, digital disconnection, parenting and intimacy, midlife marriages, emotional burnout
- Modern couples are not necessarily falling out of love, they are losing emotional attunement, novelty, and curiosity.
- This book provides a diagnostic map and practical tools.

Talking Points for Media

- Couples often relate to an outdated version of each other.
- Self-desire matters as much as partner desire in long-term relationships.
- Emotional withdrawal predicts sexual decline more than frequency.
- Small shifts in attention create large relational outcomes.

Interview Questions

- Why do good relationships start to feel distant and what can actually help?
- What is a Relational Desire Score?
- What does it mean that desire redirects instead of disappears?
- How can couples restore connection without drastic change?
- What are the early signs a relationship is drifting?
- What role does technology play in modern disconnection?
- How does invisible labor affect attraction?