



All the Rules: Time-Tested Secrets for Capturing the Heart of Mr. Right

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The search for Mr. Right starts here. This simple set of dating dos and don'ts-combining *The Rules* and *The Rules II*-will teach you how to find (and keep!) a man who treats you with the respect and dignity you deserve.

You are a creature unlike any other (Rule #1)-that's why you need... The Rules. Refreshingly blunt, astonishingly effective, and at times hilarious, *All the Rules* will lead you to where you want to be: in a healthy, committed relationship. These commonsense guidelines will help you:

Lead a full, satisfying, busy life outside of romance.

Accept occasional defeat and move on.

Bring out the best in you *and* in the men you date.

Whether you're eighteen or eighty, these time-tested techniques will help you find the man of your dreams.

All the Rules: Time-Tested Secrets for Capturing the Heart of Mr. Right Details

Date : Published January 1st 2007 by Grand Central Publishing (first published 1995)

ISBN : 9780446618793

Author : Ellen Fein , Sherrie Schneider

Format : Paperback 400 pages

Genre : Nonfiction, Self Help, Relationships, Womens Fiction, Chick Lit



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From Reader Review All the Rules: Time-Tested Secrets for Capturing the Heart of Mr. Right for online ebook

Nadine says

Yeeeah. After hearing the authors' discuss this book on *Oprah* or *The View* or some other gyno-centric talk show, I kind of suspected *The Rules* would send me into a killing rage. I was right.

On the upside, I knew my husband was the one for me when he read it and proclaimed it a "stupid guide for assholes". I love you, honey.

Rori Rischak says

A coworker recommended this book to me after I had gotten out of a two-year relationship (this was right out of college, when two years is still a significant amount of time). Upon reading it, it turned into my Bible of the dating world.

I have recommended this book to many friends, most of whom have not been nearly so receptive to the message in this book because they don't like being told that they have to hold back and let the man come to you.

This book, to me, drilled two central themes into the reader: (1) If a man is not smitten with you, move on. (2) Don't always make yourself available for men, keep yourself busy.

This book does take a very extreme approach to dating, but I think it does so with the recognition that readers will not absolutely follow the book to the letter. For example, if you tell the reader "Don't ever call a man," most readers are still going to go ahead and call men, but the book makes them think twice about why they want to call.

Anyways, my recommendation? Give it a read, try it out, and see what you think of the results before dismissing it offhand. You might be surprised at your success. I was.

lp says

If you don't mind reading something extraordinarily creepy, *The Rules* is actually a hilarious book. I couldn't put it down!

I assumed that I would have broken every single rule in the book repeatedly. Not so. Each rule fell into two camps: one that I did the exact opposite of (Don't talk too much) and stuff that I actually did (Don't call him and rarely return his calls). The stuff I got right though, wasn't because I'm a "Rules Girl" it's because I'm an asshole.

The thing is, this book has some truths. It's not ALL bad. The authors have sound advice for women that are like so desperate for a boyfriend that they have abandoned all other aspects of their lives and go to extreme

desperate measures to stalk any man that looks at them twice. The message to them is, "Men are competitive and will do anything they can to get a woman they want. If he wants you, you shouldn't have to do a thing. Stop over-analyzing everything and freaking out. Just focus being a better you."

The authors assume that every woman is a psycho man hunter, and also that their relationship goals involve the following (I think that's what this list is, anyway. It was somewhat randomly included without much explanation why, under "Rule #33: Do The Rules and You'll Live Happily Ever After!" which just seems confusing to me, anyway):

- When you are seated at a booth in a restaurant, he slides over and sits next to you.
- He sends you roses after sex.
- He writes love notes or poetry for you and tapes them on the refrigerator door.
- He gets angry when you don't pay attention to him. He wants your constant attention.
- He is always ready to make up after a fight. *What kind of pussy is "always ready to make up"?*
- He gets involved in every aspect of your life.
- When you have a cold or become ill, he still wants to be with you.
- He always wants the phone number of where you are so he can get in touch with you. (*This is like what abusers do to their battered wives.*)
- He doesn't like it when you go to bachelorette parties. *I'm sorry, there's a problem here.*

The list is much longer, but you get the idea. (I underlined the most terrifying stuff.)

Of course, some of the rules are just plain bad. And those are the best (= worst):

- Before he comes to your apartment, tuck this book away, hide in the closet anything you don't want him to see, such as a bottle of Prozac.
- When writing a personal ad, don't try to be different. Remember, he has a lot of other letters to read. End the note by saying something like, "Well, I'm off to my aerobics class. Hope to hear from you soon." Keep it light!
- In High School: Go to the beach, not in your room dwelling on your flaws or quoting Sylvia Plath. Don't chew gum and cackle. Seem self-contained even if you're lonely and bored to death. Notice what kinds of clothes, shoes, bags, jewelry, and hairstyles the most popular kids are wearing. Don't try to be too different or frugal in this area. To see what's hot and not, subscribe to *Seventeen* and *Glamour*. Don't you like boys who wear Polo shirts and cowboy boots when that's in fashion?
- Remember, overweight is not *The Rules*.
- Don't sit in your room alone on Friday and Saturday nights reading Jean-Paul Sartre.
- Don't go away with a man for a week. Save it for your honeymoon! You might act too wifey -- telling him to watch his fat intake or giving him advice about a family or business problem.

To add to the book's charm, the authors have pretty much included the phrase "*The Rules*" in every other sentence, and about one third of the sentences end with a "!" Fortunately, the text is not pink and the i's are not dotted with hearts. That's about the only difference between this book and a 1950's teen's diary.

Jessie Young says

I read this book on the suggestion of a friend. We were talking about her recent break-up and she referenced the book as if anyone in her right mind would have read it, and I had never heard of it. So, I bought it on my Kindle that night expecting to get some romantic wisdom of the ages.

What I found instead was "a total mindfuck", as they say. The book is geared toward women and basically tells us to fake disinterest so men will love us more. I'm sure this strategy works in many cases, but it just didn't sit well with me. I believe there needs to be a strategy in dating just like all parts of life require a strategy, formal or informal. But when the strategy is basically to deceive the other person, it feels wrong.

Also, I told my boyfriend about the book and how it suggests that women always wear make up, even to the gym. For a while, every time we left the house, he would ask "are you wearing make up?" I think he was worried that the book had changed me.

In the end, I thought it was a waste of brain space to finish the book so I stopped about a quarter of the way in.

ps: it is the 803rd most highlighted book on Amazon. Dear Jesus help us women.

Eileen says

I think this book has gotten a lot of undeserved bad critique.

OK, OK, about 15% of this book is complete nonsense, and probably about 5% is outdated. However, a good 80% of it is genuinely good advice.

As somebody who lived 25 years of her life being the complete opposite of a "Rules girl" and failing miserably at building healthy romantic relationships, I found myself a little more open-minded than the average person when it came to this book.

Here are some ways in which I think this book succeeds:

- distinction between the ways of men and women: Men and women are fundamentally different - not in terms of equality or worth as human beings, but in the ways they interact, behave and what each is initially attracted to. It's a scientific fact that our brains are wired differently. A man's first impression is primarily VISUAL - they are drawn to pretty girls and bright colors (whether it's a dress, shoes, jewelry, hair is a whole other story). So I don't think there's anything wrong with the suggestion to take care of ourselves so that WE can feel great about ourselves (what the man thinks is only an added bonus). Also, the suggestion to pay attention to what a man does, not what he says... Especially with men, actions do speak louder than words.

- encouraging women to have a life of their own outside the dating world: Yes, the book is written mainly for women who are interested in finding the perfect husband. However, for every time the authors tell you to wait before responding to a man or limit the number of dates you have with him every week, there is an equal amount of effort dedicated to the theme of "don't just say you're busy, BE busy." Obviously it won't be

possible to have an engagement every single Friday and Saturday night for the rest of your life (at least, it isn't for me), and sometimes you may have to keep the truth from the guy you're dating to maintain the impression that you're a social butterfly and thus be more appealing to him. I honestly don't see the harm in this: if being alone on a Friday night bothers you, then wouldn't it be even worse to advertise it to the men you're dating? And also: it's really none of his business what you're doing when you're not with him while you're still casually dating.

- the idea of putting long-term goals before short-term gratification: Again, this book is geared primarily towards women who are looking for a long and happy marriage. If that's not you, then this book is not for you. But it's still no reason to trash the book.

- boosting self-confidence: The way I see it, the rules are strung together with a very important thread, and that's the idea of women taking care of themselves, whether it be superficial (physical pampering), spiritual (doing yoga, meditation or anything else that makes YOU feel happy), and social (engaging in healthy romantic relationships). So for everybody who's saying this book is anti-feminist, I'll have to respectfully disagree. "Twilight" is a book about damsels in distress; "The Rules" isn't. The rules simply encourage you to be a challenge for the next guy who comes along, and I see nothing wrong with this. Yes, it really sucks that dating has to be a game, but at least in the beginning I believe that's the truth and everybody who's dying to open up and be honest about EVERYTHING (myself including) just has to suck it up and get through to the next stage...

- "the Rules are not forever": This book is about presentation, not lying. They're not saying you can't be honest about your awkward ugly duckling phase in high school or the fact you're in AA - just not on the first couple dates. And assuming you are taking care of yourself (for yourself), this really doesn't matter in the long run.

Yes, there are a number of spots where it seems like this book contradicts itself (the whole therapist business, the fashion magazines, etc etc), and if you want to nitpick the entire thing as though it's a classic of world literature, you're bound to find many faults. But I don't think that's what this book should be treated as. The biggest messages I got from it were to a) take care of myself (in every way, including not taking risks with the men I let into my life) and b) stop wasting my time and energy over dead-end situations (a message shared with "He's Just Not That Into You"). If these aren't empowering messages, I don't know what is.

Heck, I'd even go as far as to say I'd make my daughter read this, if I ever have a daughter.

Kecia says

Long before this book was written my grandmother told me, "why buy the cow if you can get the milk for free?" The Rules puts grandma's idea into practice. This is basic, common sense stuff....don't sit around waiting for the phone to ring or be available at the drop of a hat. Get a life, don't bag out on your girlfriends because some guy called, and keep the first few dates short and sweet. Grandma knows best...

Sophie says

Good passages:

-When you do THE RULES, you don't have to worry about him chasing other women, even your very attractive neighbor or his bosomy secretary.

-You don't eat cake if you're serious about losing weight.

-Notice how the Melanies intentionally don't carry a pen with them in order to give men their phone numbers and they don't rush to give their business cards.

-So, in addition to a healthy diet, we strongly suggest that you shake your buns! Join a gym, buy an exercise video, or go jogging in a nearby part (also a great place to meet men who are jogging or walking their dogs).

-You will have to experience a certain amount of discomfort when you can't eat a cookie and you can't call a man. But you want to be fit and you want to get married, so you do what you have to do.

-Don't aspire to the unisex look. Buy feminine-looking clothes to wear on the weekends as well as during the workweek. Remember that you're dressing for men, not other women, so always strive to look feminine.

-Men prefer long hair, something to play with and caress. The point is, we're girls! We don't want to look like boys.

-Your gestures are soft and feminine. When your hair falls in front of your face, you tilt your head back and comb back your hair with your hand from the top of your head in a slow sweeping motion.

-Remember, men fall in love with your essence, not with anything in particular you say.

-Men love a challenge, that's why they plays sports, wage wars, and raid corporations.

-Later on you can reciprocate in your own way: cook him dinner at your place or buy him a baseball cap.

-Life has enough pain without adding man pain to it. We can't control cancer or drunk drivers, but we can restrain ourselves from dialing his number.

-We feel that we are simply going to die if we don't hear his sexy voice this minute! That's understandable. We suggest you call his home answering machine when he's at work. Hang up before the beep. It really works!

-You're frenetically checking your answering machine, or if you live at home, you're constantly asking your mother if he called. Basically, you're living on the edge. RULES girls don't live on the edge. They have plans.

-Most women go on dates with a lot of expectations. They want the man to find them beautiful, to ask them out again, and to father their children.

-Of course, Randy should have ended the date right after the movie, but she though she could excite Bob

with her great disco dancing. Other women try to prolong a first or second date, for example, by inviting the man up to her apartment for a drink or coffee so that he'll fall in love with her decorating, or her home-brewed decaf.

-Don't be fooled if these men say the kinds of things that make you believe they want to marry you. It happens all the time. It's called Standard Operating Procedure.

-This is deadly and boring.

-Remember rule #9--that the first three dates are about being light and charming, like a summer breeze.

-Don't say, 'No I never drink. I hit a terrible bottom with drugs and alcohol two years ago and now I'm sober in AA.' Just say, 'No thanks,' and smile.

-If his ad said, 'Marriage-minded, Tom Cruise Look-alike,' you could start your note off with: 'Dear Tom' or 'Dear T.C.'

-He may wonder if other men are looking at you in your Lyrca. That will good for the relationship.

-Don't sit in your room alone on Friday and Saturday nights reading Jean-Paul Sartre. Friday and Saturday nights are for mingling. You can read Sartre on Monday.

-He says he loves her, but he never pinches her bottom in the kitchen and would rather watch the 11 o'clock news alone in his reclining chair than cuddle in bed with his wife.

-It's natural to want to fly off the handle every time something goes wrong in the love Kingdom--we all have fantasies of marital bliss.

-This isn't always easy. Sometimes you just don't feel like shaving your legs, cooking him a hot meal, or being so sweet, kind, and loving.

-Don't you have a letter to send or a drawer to clean out?

-When he asks you out, silently count to five before saying yes. It will make him nervous and that's good!

Karen says

Didn't look like my kind of book from the get-go but it's been sitting on my desk as a TBR for at least a year so I figured I should at least flip through it.

So I randomly open up to a random page and this is the first thing I read:

"Don't get sloppy about your looks. Continue to exercise. Men don't leave women who put on twenty pounds after the wedding or the first baby, but if you want your fiance or husband to keep drooling over you, keep fit."

Excuse me!?! Am I reading an issue of Cosmo from 1955? Do women really take these "time-tested secrets for capturing the heart of Mr. Right" seriously? Wow.

But I can't 1-star a book based on just that. So I've opened up to more random pages.

"Even men who are in love with you and want to marry you will occasionally say things to irk you or make you nervous, such as, 'I'll take you there if we're still seeing each other next year...you know how relationships go.' Don't get paranoid, just ignore him. Most girls would make a big fuss about it and get mad. *Rules* girls stay calm when men tease them."

Shut. the. hell. up. I can't take much more of this.

"Now that you know what *not* to do, what *should* you do to attract your man on campus?

.....

Eat sensibly....Remember overweight is *not The Rules*.....

Wear makeup. Read *Glamour* and other popular fashion magazines.....

Don't sit in your room alone on Friday and Saturday nights reading Jean-Paul Sartre. Friday and Saturday nights are for mingling. You can read Sartre on Monday....."

WTF. This is now making me sick to my stomach. Are you seriously telling me if I read *Glamour* and other fashion magazines, I'll get a man? Are you **KIDDING** me!?! Wait. Perhaps they are kidding me. Is this a Satire? Is this book tagged 'humor'?

Sorry to say, no it isn't. It says right here on the book's spine "Advice/Relationships". *sigh*

What I find most offensive about the above excerpt is the implication that "The Rules" don't even apply to plus sized ladies. God forbid a fat woman needs advice on how to find a man. She better wear extra makeup and carry around a Chick-Lit book in her back pocket. 'Cause you know, reading Sartre would kill her chances even more. *rolls eyes*

OK. One more quote and then this book goes in the freebie pile at work.

"Act confident even if you don't *feel* it. Notice what kinds of clothes, shoes, bags, jewelry, and hairstyles the most popular kids in high school are wearing. Don't try to be too different or frugal in this area. You'll feel lousy, so it's not worth it. To see what's hot and not, subscribe to *Seventeen* and *Glamour*. Don't let your mind tell you that this is superficial and beneath you. (Save your mind for final exams and the SATs.) Don't you like boys who wear Polo shirts and cowboy boots when that's in fashion? Well, they like girls who wear what's on MTV and in *Seventeen*."

Oh. No. It. Didn't. Go. There. Yes, girls, don't think! Your only concern is to be just like everyone else! Wear makeup! Spend all your money on clothes! Read garbage! Focus all your energy on finding a man!

Here's my advice, for what it's worth: Act like yourself. Make your own decisions about who you are and what kind of man you want. And if he doesn't like you because you aren't a superficial sheep, that is his problem.

In my experience, the second I stopped trying so hard to find someone is when I finally found Mr. Right. Who loves me for the woman I am. And I followed only my own rules. And so should you, sister!

Mel says

Hey girls!

Are you shallow, desperate, immature, have no concept of reality or love, slightly sociopathic, and brain dead? Is it just too damn hard to keep your man at your heel? Are you tired of yanking that chain all day long?

Then 'The Rules' is just the book to feed your fantasies.

Honestly, what the shit kind of horrible person would write something like this? This book is sexist towards men AND women, absolutely shallow, ignores the real aspects of what a relationship is supposed to be built upon, and instead tells you that if you are a woman, you are supposed to have men at your feet. Because apparently only then will you have them loyal to you forever. Come on girls, grow up. Men are not as evil as your man-hating senses may perceive them to be.

What does this book teach you? It teaches women how to manipulate men in order to keep 'em following them around like dogs. And obviously this is a piece of cake in bizzaro-world where men have no brain in their head to think with. And if you do that, like play hard to get (cuz that's totes romantic) they will be crazy about you forever and ever and will never cheat on you, because you're making sure that you're the center of their universe. You're making sure that they fucking worship the ground you walk upon, that they wait by the phone all day waiting anxiously for the sound of your sweet, beautiful breath, basically all that master/slave horse-shit.

Dear men, on behalf of all the women with brains, I apologise. I'm sorry that these women who wrote this shit are giving your girlfriends these horrible ideas about you and what they should do with you. I'm sorry that this book pretty much describes men as disgusting monkeys who have not a speck of human emotion, and I'm sorry this shit is published. I know you're not like this, and even if some of you are, it's not because you're a man.

Why do we have dating books like this? Dating books with these ridiculous, shallow ideas with no understanding of the true foundations of a relationship? This is not even dating. This is like a last resort for women who are too damn stupid and paranoid to keep a relationship. And if you're a woman and you have trouble with a relationship, but you are not stupid, and not paranoid and have a pretty good idea of what a relationship requires, THEN YOU DON'T NEED THIS BOOK. You're already too good for this book! Move along, go read something else, don't waste your time feeling bad about yourself by reading this garbage. I might just be 19, but I think I have a pretty good idea of what a relationship is supposed to be. And it's not about making them want you, or being paranoid about how faithful they are, or anything else being glorified in these stupid books. It's about being equal, and loving each other, and growing together. It's like being best friends with romantic connotations. Would you ever manipulate a friend? Would you play this master/slave relationship or this paranoia game with a friend? I didn't think so. So why would you treat someone you claim to love like that?

And finally, isn't it funny how all these dating books are about men for women? Hey girls, here's how to control men! Love, some desperate single dumb ass. And everyone is totally fine with that. But I bet you my right arm and both my ass cheeks that if a man had written such a book about women (eg: Men, here's how to control your woman and make her want you: Play hard to get, chicks totally dig that shit) he would be deemed a sexist monster. I guarantee you.

I didn't finish this book. It made me angry. And it made my male co-workers angry. And I don't blame them a single bit.

Kellee says

This book was horrible. If you read my updates (not sure if you can) I loved the book in the beginning. It talked about not making yourself too available for a man and let him do the chasing. Then it said things like if you aren't happy with your nose, get a nose job because you are trying to please men and find a husband. WHAT? They contradicted themselves a lot. In the first section of it, it said do not talk to your therapist about "the rules" because they will basically view you as conniving and playing games with men, but then in the second section they changed their minds and said you can discuss it with your therapist. They told you to be evasive when answering certain questions with men, but then said be honest. They said after being married, try to understand his point of view more and realize he's not always going to understand yours but you should try your hardest to understand his and never raise your voice with him. Basically all of a sudden they say be submissive, but then switch it up again and say continue to play games with your husband.

After the first 20 chapters, I eventually started skipping thru the book because I could see how bad it was. After about page 150, I decided I was completely done reading it.

Louis says

One of the things of reading books like this that come my way is the understanding that, whatever the attempts to make it seem neutral, I'm not part of the book's expected purchasing market. And that goes double for this one, which has no pretensions whatsoever of being equal opportunity. So, reading this type of book is pure entertainment. And just to keep my mind in the game, since this is a book purporting to give advice on romance to an as yet unidentified male, the question I have is, if I happen to be the unidentified male in question, would a given female following this advice have a chance of having me remember anything about her the next week? Especially if, to paraphrase the authors, I happen to be someone who is regularly engaged with work, hobbies, other friends, interesting people, etc.

Well, frankly, probably not. There is repeatedly supporting encouragement about playing hard to get, of not initiating lines of conversation, of waiting until a romantic relationship is well secure before having conversations on anything other than the most vapid of topics. Besides being unmemorable in groups, should I actually go out on a date with such a girl, I would probably walk away thinking what a boring, uninteresting, vapid person this is, with no hopes, dreams, opinions, ambition or thoughts on anything other than (presumably) dating and marriage (I probably would add the last despite the young lady following the authors admonishment to avoid relationships as a topic of conversation). The emphasis on form over substance is particularly shallow (by definition).

Something good? Well, the advice of not fantasizing the attentions and interest of a man who does not take any initiative or do any work in the relationship is a good idea. And given the people who I have known who don't seem to think the fact that I did not remember anything about a lady who I met a week prior to be a contraindication of substantial romantic interest, it probably is something worth saying and emphasizing. And also the repeated emphasis on a woman who desires romantic involvement have other things in her life like hobbies, community service, time with friends, interests, is good too (although there are a few points

where the authors suggest that the suggestion of these things is more important than the reality). Also the point that they should view themselves as something valuable, and a relationship beyond friendship is not something to be given lightly.

But the biggest flaw (as I see) is that not all people (male and female) have the same desires in romantic/marital relationships. To contrast this with things like Gary Chapman The Five Love Languages or Neil Clark Warren Finding The Love Of Your Life, The Rules is aimed at women who want the romantic story type of relationship with the focus on gifts, and this type of woman will attract the type of guy who also wants that type of relationship right out of the movies. Someone who Chapman or Warren describe as showing or desiring love in other ways would be unsatisfied or may not even notice the woman who follows The Rules exists.

Shirley says

Three stars for the sheer comedy (I never fail to snicker when glancing at the title of Chapter IV: "But First the Product - You!"). Penny for penny (I found this in the 48-cent bin at The Strand and promptly gave it to my underappreciative boyfriend, now husband), this was one of my more amusing book purchases.

If you don't want to read the whole book, you can go to the end of the book and read the list of all the rules, which juxtapose (probably unintended) hilarity ("Do the Rules and You'll Live Happily Ever After!" - Rule 33) with (again probably unintended) poignancy ("Love Only Those Who Love You" - Rule 34).

Christopher says

Around the time this book became a bestseller in the 90s, I had been dating a woman who did me the favor of recommending it to me to read. It was at the end of our 'relationship,' and we were getting thoroughly sick of each other. I was obviously not the kind of man she wanted, and she certainly was not the kind of woman I wanted.

I read it cover to cover. I suppose she wanted me to learn from the book so I could 'improve myself' for other women, but all the book did was provide irony. It exposed many of the things about her I had grown tired of--the 'missed messages'; the silence; the cool responses to my efforts to be nice, and many other things I felt were inconsiderate and manipulative.

I won't assume this book fully explained what kind of woman she was, because it didn't and couldn't, but the book did explain at least some of the behaviors that I believe damaged any chance for us to remain together.

I'm not judging this book by one failed relationship, because that would be shallow--but I am judging it for what it actually is: conventional wisdom mixed with advice to women for manipulating their suitors, and the book earns low marks for the latter.

I understand playing hard to get--that's pretty normal stuff. And I'm not against ground rules in a relationship--in fact, I'm all for them. But I do believe deception only hurts relationships, and I believe in equal measures for equal efforts. If you want to call someone, call him; if something pisses you off, tell him and let him know why; if something makes you happy, don't hide it just because you think that would only

encourage him. That's bullshit. Be honest with the man you think you like. It works. If a man is fighting an uphill battle because you're playing games with him, chances are he'll give up and find a woman who doesn't play games. I'm glad I did.

I think this book could have been retitled from *The Rules* to *The Games*--but that would have been too honest.

Alexa Fernandez says

People get the wrong idea from this book and roll their eyes, but then sit at home on Thursday night, praying for weekend plans. This book advises women NOT to do that, go out and fall in love with yourself. Also, don't be at the beck and call of a man. They should value the time they spend with you and make plans to be with you, should be confident and proactive, romantic, straightforward, and ahead of the game. If you're always waiting for them, you set the tone for the relationship. The rules help you to love yourself.

StoryTellerShannon says

A few questions:

#1: What person in their right mind would take the abuse of someone not returning their calls? If such a person kept chasing after such a person, doesn't that person have low self esteem, or, he believes in the scarcity of attractive women? Is that what Rules women want?;

#2: If you're always ending calls first, no matter how well the conversation is going, aren't most guys beyond high school going to figure out what you're doing? Aren't most people going to feel you don't care about them if you're ending calls first ALL THE TIME?;

#3: Why are we taking the advice of these people? One of the authors couldn't hold her man and got a divorce. Whether it's one fault or both, seems to me that the author isn't clear on what works and does not work. Likewise, I don't listen to journalists, who make less than 60k, yet give advice on the stock market to make money. Why would I get advice from people who produce far less results than I do? So, I ask why are you getting advice from someone whose own relationship does not produce the listed results?; and

#4: There isn't enough here about tapping a man's ego. If more women did that, instead of hanging up on guys or not returning calls, they might get more results.

Some of the points, like not being super available or talking about yourself only, are valid points. But some of the points in here could screw up your chances with a great guy.
