

You loved your last book...but what  
are you going to read next?

Using our unique guidance tools, Love**reading** will help you find new  
books to keep you inspired and entertained.

---

**Opening Extract from...**

# **The Rules**

How to Capture the Heart of Mr Right

Written by Ellen Fein  
& Sherrie Schneider


Published by HarperElement


All text is copyright © of the author

This Opening Extract is exclusive to Love**reading**.  
Please print off and read at your leisure.

---

ELLEN FEIN & SHERRIE SCHNEIDER

THE  RULES

  
HOW TO CAPTURE THE  
HEART OF MR RIGHT

H A R P E R  
element

Element

An Imprint of HarperCollins *Publishers*  
77–85 Fulham Palace Road,  
Hammersmith, London W6 8JB

The website address is: [www.thorsonselement.com](http://www.thorsonselement.com)



and *Element* are trademarks  
of HarperCollins *Publishers* Ltd

First published in the USA by Warner Books, Inc. 1995

First published in the UK by Thorsons, an imprint of  
HarperCollins *Publishers* 1995

This edition published by Element 2012

10 9 8 7 6 5 4 3 2 1

© Ellen Fein and Sherrie Schneider 1995

Ellen Fein and Sherrie Schneider assert the  
moral right to be identified as the authors of this work

A catalogue record for this book  
is available from the British Library

ISBN-13 978-0-7225-3250-8

ISBN-10 0-7225-3250-4

Printed and bound in Great Britain by  
Clays Ltd, St Ives plc

All rights reserved. No part of this publication may be reproduced, stored in a  
retrieval system, or transmitted, in any form or by any means, electronic, mechanical,  
photocopying, recording or otherwise, without the prior permission of the publishers.



**MIX**  
Paper from  
responsible sources  
**FSC™ C007454**

FSC™ is a non-profit international organisation established to promote the  
responsible management of the world's forests. Products carrying the FSC  
label are independently certified to assure consumers that they come from  
forests that are managed to meet the social, economic and ecological needs  
of present and future generations, and other controlled sources.

Find out more about HarperCollins and the environment at  
[www.harpercollins.co.uk/green](http://www.harpercollins.co.uk/green)

To our wonderful husbands  
and great kids

Special thanks to  
Connie Clausen,  
Anne Hamilton  
and Myndie Friedman



# CONTENTS

CHAPTER I	The History of <i>The Rules</i>	1
CHAPTER II	What Are <i>The Rules</i> ?	5
CHAPTER III	Meet a <i>Rules</i> Girl	12
CHAPTER IV	But First the Product—You!	16
<b>RULE 1</b>	Be a “Creature Unlike Any Other”	<b>23</b>
<b>RULE 2</b>	Don’t Talk to a Man First (and Don’t Ask Him to Dance)	<b>27</b>
<b>RULE 3</b>	Don’t Stare at Men or Talk Too Much	<b>34</b>
<b>RULE 4</b>	Don’t Meet Him Halfway or Go Dutch on a Date	<b>37</b>
<b>RULE 5</b>	Don’t Call Him and Rarely Return His Calls	<b>41</b>
<b>RULE 6</b>	Always End Phone Calls First	<b>47</b>
<b>RULE 7</b>	Don’t Accept a Saturday Night Date after Wednesday	<b>54</b>
<b>RULE 8</b>	Fill Up Your Time before the Date	<b>60</b>
<b>RULE 9</b>	How to Act on Dates 1, 2, and 3	<b>62</b>
<b>RULE 10</b>	How to Act on Dates 4 through Commitment Time	<b>66</b>
<b>RULE 11</b>	Always End the Date First	<b>70</b>
<b>RULE 12</b>	Stop Dating Him if He Doesn’t Buy You a Romantic Gift for Your Birthday or Valentine’s Day	<b>72</b>
<b>RULE 13</b>	Don’t See Him More than Once or Twice a Week	<b>76</b>
<b>RULE 14</b>	No More than Casual Kissing on the First Date	<b>80</b>
<b>RULE 15</b>	Don’t Rush into Sex and Other <i>Rules</i> for Intimacy	<b>82</b>
<b>RULE 16</b>	Don’t Tell Him What to Do	<b>87</b>
<b>RULE 17</b>	Let Him Take the Lead	<b>90</b>
<b>RULE 18</b>	Don’t Expect a Man to Change or Try to Change Him	<b>92</b>
<b>RULE 19</b>	Don’t Open Up Too Fast	<b>96</b>



<b>RULE 20</b>	Be Honest but Mysterious	<b>101</b>
<b>RULE 21</b>	Accentuate the Positive and Other <i>Rules</i> for Personal Ads	<b>104</b>
<b>RULE 22</b>	Don't Live with a Man (or Leave Your Things in His Apartment)	<b>110</b>
<b>RULE 23</b>	Don't Date a Married Man	<b>114</b>
<b>RULE 24</b>	Slowly Involve Him in Your Family and Other <i>Rules</i> for Women with Children	<b>117</b>
<b>RULE 25</b>	Practice, Practice, Practice! (or, Getting Good at <i>The Rules</i> )	<b>120</b>
<b>RULE 26</b>	Even if You're Engaged or Married, You Still Need <i>The Rules</i>	<b>127</b>
<b>RULE 27</b>	Do <i>The Rules</i> , Even when Your Friends and Parents Think It's Nuts	<b>132</b>
<b>RULE 28</b>	Be Smart and Other <i>Rules</i> for Dating in School	<b>136</b>
<b>RULE 29</b>	Take Care of Yourself and Other <i>Rules</i> for Dating in College	<b>140</b>
<b>RULE 30</b>	Next! and Other <i>Rules</i> for Dealing with Rejection	<b>144</b>
<b>RULE 31</b>	Don't Discuss <i>The Rules</i> with Your Therapist	<b>147</b>
<b>RULE 32</b>	Don't Break <i>The Rules</i>	<b>150</b>
<b>RULE 33</b>	Do <i>The Rules</i> and You'll Live Happily Ever After!	<b>158</b>
<b>RULE 34</b>	Love Only Those Who Love You	<b>163</b>
<b>RULE 35</b>	Be Easy to Live With	<b>166</b>
<b>LAST BUT NOT LEAST</b>	– 12 Extra Hints	<b>173</b>
	<i>The Rules</i> -at-a-Glance	<b>176</b>

## CHAPTER I



### The History of *The Rules*

No one seems to remember exactly how *The Rules* got started, but we think they began circa 1917 with Melanie's grandmother who made men wait nervously in her parents' front room in a small suburb of Michigan. Back then, they called it "playing hard to get." Whatever you call it, she had more marriage proposals than shoes. Grandma passed on her know-how to Melanie's mother, who passed it on to Melanie. It had been a family treasure for nearly a century. But when Melanie got married in 1981, she freely offered this old-fashioned advice to her single college friends and co-workers, like us.

At first, Melanie whispered *The Rules*. After all, modern women aren't to talk loudly about wanting to get married. We had grown up dreaming about being the president of the company, not the wife of

## The Rules

the president. So, we quietly passed *The Rules* on from friend to friend, somewhat embarrassed because they seemed so, well, '50s. Still, we had to face it: as much as we loved being powerful in business, for most of us, that just wasn't enough. Like our mothers and grandmothers before us, we also wanted husbands who would be our best friends. Deep inside, if the truth be told, we really wanted to get married — the romance, the gown, the flowers, the presents, the honeymoon — the whole package. We didn't want to give up our liberation, but neither did we want to come home to empty apartments. Who said we couldn't have it all?

If you think *The Rules* are crazy, don't worry, so did we. But after much heartache we came to believe that *The Rules* aren't immoral or outlandish, just a simple working set of behaviors and reactions that, when followed, invariably serve to make most women irresistible to desirable men. Why not admit it? We needed *The Rules!* Nineties women simply have not been schooled in the basics — *The Rules* of finding a husband or at least being very popular with men.

Soon, we got bolder and began to talk louder. These *Rules* — they worked! Although they were old-fashioned and unflinching, they were extremely effective!

At first, we were uncomfortable with some of the premises which seemed to fly in the face of everything



## The History of *The Rules*

we'd been taught about male-female relations; but — there was no getting around it — success talked. We swallowed some of our preconceived theories, followed *The Rules* faithfully, and watched as so many of us got married (along with being career women or whatever else we were).

There we were — a secret underground, sharing the magic, passing it on, doing what historically women have done for each other since the world began — networking for success. This time, though, the stakes were larger and the victories sweeter than any corporate deal. We're talking marriage here — real, lasting marriage, not just loveless mergers — the result of doing *The Rules*. The simple *Rules*. The How-to-Find-a-Great-Husband *Rules*.

For years, we had been sharing them with the women we knew, both at home and at work. For years, women had been calling us to check up on points: “Did you say that you have to end the date first or he does? I forget.”

Then one night, during a Chinese dinner with a few of our single friends, we heard Cindy mention something about these . . . er, *Rules* . . . that she'd heard about from a friend in California. We knew it! There could be no mistake. These were the same *Rules* one of us had followed in New York to find her wonderful husband.

## The Rules

*The Rules* had crisscrossed the country, bouncing from woman to woman, from suburb to city, until here they came right back to us over egg rolls in Manhattan!

But — and here's the catch — Cindy got them wrong!

“*The Rule* says men have to end the date first so that they're in charge,” said Cindy.

“No, no, no, WRONG. *The Rule* is *you* end the date first so that you leave him wanting you more,” we explained.

It was then that we decided to write *The Rules* down so that there would be no mistakes.

## CHAPTER II



### What Are *The Rules*?

How many times have you heard someone say, “She’s nice, she’s pretty, she’s smart . . . why isn’t she married?” Were they talking about you, perhaps? Ever wonder why women who are not so pretty or smart attract men almost effortlessly?

Frankly, many women we know find it easier to relocate to another state, switch careers, or run a marathon than get the right man to marry them! If this sounds like you, then you need *The Rules!*

What are *The Rules*? They are a simple way of acting around men that can help any woman win the heart of the man of her dreams. Sound too good to be true? We were sceptical at first, too. Read on!

The purpose of *The Rules* is to make Mr. Right obsessed with having you as his by making yourself seem unattainable. In plain language, we’re talking

## The Rules

about playing hard to get! Follow *The Rules*, and he will not just marry you, but feel crazy about you, forever! What we're promising you is "happily ever after." A marriage truly made in heaven.

If you follow *The Rules*, you can rest assured that your husband will treat you like a queen — even when he's angry with you. Why? Because he spent so much time trying to get you. You have become so precious to him that he doesn't take you for granted. On the contrary, he thinks of you constantly. He's your best friend, your Rock of Gibraltar during bad times. He's hurt if you *don't* share your problems with him. He is always there for you — when you start your new job, if you need surgery. He even likes to get involved in mundane things, such as picking out a new bedspread. He always wants to do things *together*.

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. That's because when you do *The Rules*, he somehow thinks you're the sexiest woman alive! When you do *The Rules*, you don't have to worry about being abandoned, neglected, or ignored!

A woman we know who followed *The Rules* is now married to a wonderful man who doesn't try to get rid of her to go out with the guys. Instead, he becomes

## What Are *The Rules*?

slightly jealous when she does her own thing. They are very good friends, too.

*Men are different from women.* Women who call men, ask them out, conveniently have two tickets to a show, or offer sex on the first date destroy male ambition and animal drive. Men are born to respond to challenge. Take away challenge and their interest wanes. That, in a nutshell, is the premise of *The Rules*. Sure, a man might marry you if you don't do *The Rules*, but we can't guarantee that yours will be a good marriage.

This is how it works: if men love challenge, we become challenging! But don't ask a man if he loves challenge. He may think or even say he doesn't. He may not even realize how he reacts. *Pay attention to what he does, not what he says.*

As you read this book, you may think that *The Rules* are too calculating and wonder, "How hard to get do I have to be? Am I never to cook him dinner or take him to the theatre? What if I just feel like talking to him? Can't I call? When may I reveal personal things about myself?"

The answer is: Read *The Rules*. Follow them completely (not à la carte) and you will be happy you did. How many of us know women who never quite trust their husbands and always feel slightly insecure? They

## The Rules

may even see therapists to talk about why their husbands don't pay attention to them. *The Rules* will save you about £50 an hour in therapy bills.

Of course, it's easy to do *The Rules* with men you're not that interested in. Naturally, you don't call them, instantly return their calls, or send them love letters. Sometimes your indifference makes them so crazy about you that you end up marrying one of them. That's because you did *The Rules* (without even thinking about it) and he proposed!

But settling for less is not what this book is about. The idea is to do *The Rules* with the man you're *really* crazy about. This will require effort, patience, and self-restraint. But isn't it worth it? Why should you compromise and marry someone who loves you but whom you're not crazy about? We know many women who face this dilemma. But don't worry — this book will help you marry only Mr. Right!

Your job now is to treat the man you are really, really crazy about like the man you're not that interested in — don't call, be busy sometimes! Do all of this from the beginning — from day one! Do it from the second you meet him — or should we say, the second he meets you! The better you do *The Rules* from the beginning, the harder he will fall for you.

## What Are *The Rules*?

Keep thinking, “How would I behave if I weren’t that interested in him?” And then behave that way. Would you offer endless encouragement to someone you didn’t really like? Would you stay on the phone with him for hours? Of course not!

Don’t worry that busyness and lack of interest will drive him away. The men you don’t like keep calling after you’ve turned them down, don’t they?

Remember, *The Rules* are not about getting just any man to adore you and propose; they’re about getting the man of your dreams to marry you! It’s an old-fashioned formula, but it really works!

We understand why modern, career-oriented women have sometimes scoffed at our suggestions. They’ve been MBA-trained to “make things happen” and to take charge of their careers. However, a relationship with a man is different from a job. In a relationship, the man must take charge. He must propose. We are not making this up — biologically, he’s the aggressor.

Some women complain that *The Rules* prevent them from being themselves or having fun. “Why should dating be work?” some ask. But when they end up alone on Saturday night because they did not follow *The Rules*, they always come back to us saying, “Okay, okay, tell me what to do.”

## The Rules

Doing what you want to do is not always in your best interest. On a job interview, you don't act "like yourself." You don't eat cake if you're serious about losing weight. Similarly, it is not wise to let it all hang out and break *The Rules* as soon as you begin dating a man.

In the long run, it's not fun to break *The Rules!* You could easily end up alone. Think long term. Imagine a husband you love, beautiful sex, children, companionship, and growing old with someone who thinks you're a great catch.

Think about never having to be alone on Saturday nights or having to ask your married friends to fix you up. Think about being a couple! Unfortunately, however, you must experience some delayed gratification in the first few months of the relationship to achieve this marital bliss. But has wearing your heart on your sleeve ever got you anywhere?

There are many books and theories on this subject. All make wonderful promises, but *The Rules* actually produce results. It's easy to know what's going on when you do *The Rules*. It's very simple. If he calls you, pursues you, asks you out, it's *The Rules*. If you have to make excuses for his behavior — for example, he didn't call after the first date because he's still hung up on his ex-girlfriend — and you have to think about every



## What Are *The Rules*?

word he said until your head hurts and you call him, it's not *The Rules*. Forget what he's going through — for example, “fear of commitment” or “not ready for a relationship.” Remember, we don't play therapist when we do *The Rules*. If he calls and asks you out, it's *The Rules*. Anything else is conversation.