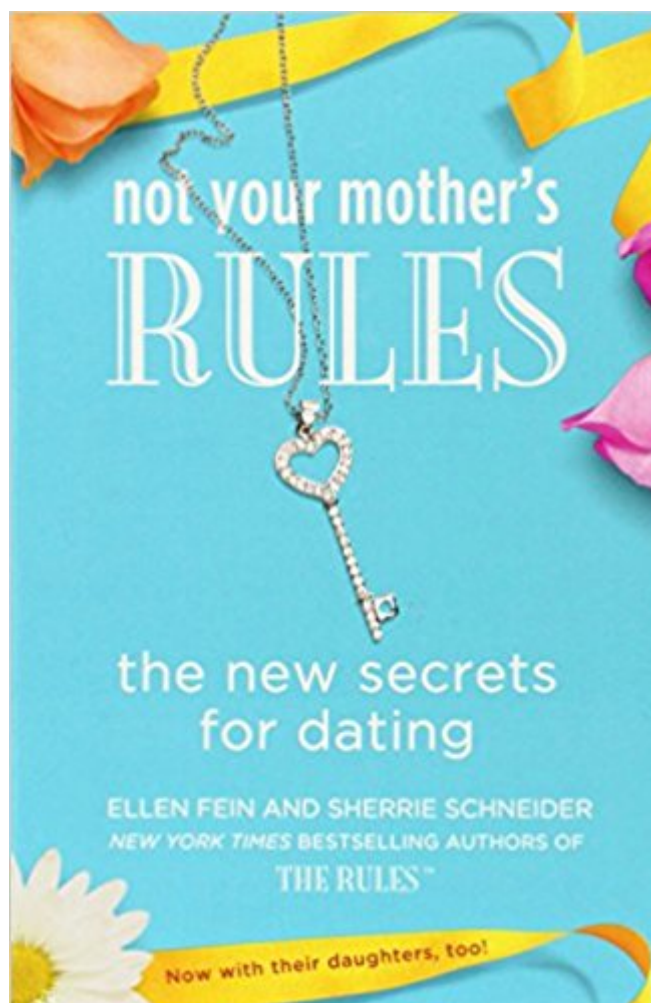


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# Not Your Mother's Rules: The New Secrets For Dating (The Rules)



## Synopsis

How long should I wait to respond to his text message? Can I friend him on Facebook? Why did he ask for my number but never call me? When *The Rules* was published in 1995, its message was straightforward: be mysterious. But for women looking for love today, it's not quite so simple. In a world of instant messaging, location check-ins, and status updates, where hook-ups have become the norm and formal one-on-one dates seem a thing of the past, it's difficult to retain the air of mystery that keeps men interested. Now, with help from their daughters, the original Rules Girls Ellen Fein and Sherrie Schneider share their thoroughly modern, fresh take on dating that will help women in today's information age create the happy love lives they want and deserve. Whether you're a 20-something dating for the first time, a 30-something tired of being single, a 40-something giving advice to your daughter, or a 50-something getting back in the dating game, this book has the answers you've been waiting for. The Rules include: Stay Away from his Facebook Profile Make Yourself Invisible and Other Ways to Get Out of Instant Messaging Stop Dating a Guy Who Cancels More than Once Text-Back Times Chart Don't Just Hang Out or See Him 24/7 TTYL: Always End Everything First-- Get Out of There! And much, much more! Providing the dos and don'ts you need to stop making mistakes and start finding romance, **NOT YOUR MOTHER'S RULES** will revolutionize dating today just as *The Rules* did nearly 20 years ago!

## Book Information

Series: The Rules

Paperback: 272 pages

Publisher: Grand Central Publishing (January 8, 2013)

Language: English

ISBN-10: 1455512583

ISBN-13: 978-1455512584

Product Dimensions: 5.2 x 0.8 x 8 inches

Shipping Weight: 7.8 ounces (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 188 customer reviews

Best Sellers Rank: #25,862 in Books (See Top 100 in Books) #16 in [Books > Self-Help > Relationships > Mate Seeking](#) #55 in [Books > Self-Help > Relationships > Dating](#) #208 in [Books > Self-Help > Relationships > Love & Romance](#)

## Customer Reviews

"The Rules is a must-read." --People "The Rules isn't just a book. It's a movement, honey." --Oprah

Winfrey"Even supermodels have to play hard to get... because it works. Not Your Mother's Rules is a smart look at how dating has changed--the Rules still hold true as ever!" --Cheryl Tiegs

Ellein Fein and Sherrie Schneider are the authors of The Rules, The Rules II, The Rules for Marriage, and The Rules for Online Dating. They run a dating and relationship consultation service as well.

I have read a lot of reviews of The Rules that say, "It's about manipulating men," or "You want a man to fall in love with you, and how can he do that if he doesn't know who you really are." Really? Please. I discovered the rules after doing it my way through out college and after a 4 year relationship ended with a guy telling me, "There's nothing wrong with you, I just don't love you." After that relationship ended I went through a series of bad relationships where I was as open and honest as I could be with them and myself and I kept hearing the same thing, "You're great, you're just not the one." I'd meet a guy, spend some time with them --- and just as I start to let my guard down and trust them I'd get basically the same line, sometimes just after a month "um, I don't think you're the one either." We've only known each other for a month! So here I was at my wits end, trying to figure out why, if I was so great, why no guy wanted to commit to me. I've read a lot of articles about the hook up culture, and that was the world I guess I lived in. Short relationships where the pinnacle of romance is a text instead of a love letter. That is when I discovered the rules. I wish I would have discovered the rules years and years ago. For one thing, I would have kicked the aforementioned 4 year time-waster to the curb years ago for being an absolute ass. For another thing: the majority of my 20's would have been a lot more fun. Days and months of worrying about the one guy I was seeing & wondering if he really liked me, even after we slept together and of course they would dump me, calling me "clingy" for wanting to see them on Friday or Saturday nights & you know |date nights. The rules are not about finding "the one." With the right guy, the rules don't really matter & the rules are more about weeding out time wasters or as Bridget Jones

would say "emotional F&\*lk wits." Some of the "rules" they prescribe are like straightening your hair if it's curly (mine is) or wearing short skirts or big hoopy earrings and high heels are a little bit excessive. The most I can say is they can't really hurt. The idea is to allow you to feel your most beautiful and confident. If you're getting male attention with curly hair, studs and flats, I don't particularly think you need to change, but dressing sexy and grooming well says "I take care of myself." The idea of being a "creature unlike any other" means you value yourself, and a man should value you if he is going to be worth your time. By the time I had fully embraced the rules, I realized that there was no manipulation involved. How can you be manipulating someone if you're not really standing around waiting for him to call you? I found I didn't like online dating (the guys expected too much too soon), and started making myself go out Thursday nights and weekends (if I didn't have a date) to meet new people. I would go out by myself if necessary just to be around people. I ended up making a lot of friends that way. I also got quite a few dates this way. 3 was the magic number for the amount of men I would date at once. 2 didn't guarantee I would have a date on the weekends and 5 was less like dating and more like crowd control. If a guy asked for my number, I would give it to him. If he didn't call, what did I care? If he asked me out too late in the week, very politely, I would decline. If the guy really liked me after all, he would either ask me out for the next week or call again. I didn't have to feel guilty about dating 3 men at once. Why would I? One of the rules: Don't sleep with him you're in a committed monogamous relationship. I found whenever I broke or tried to bend the rules, the guy whoever he was, quickly lost interest. The guys I followed to the rules with either fell away because they were time wasters anyway (stopped calling, couldn't be bothered to ask me out before the weekend, wouldn't commit after a set period of time), or I lost interest in them for the normal reasons. By 2013 (Age 29), I was happily enjoying following the rules. Single life as a rules girl is fun after all. I was out on New Year's Eve, I went out to a bar simply to be social. A very good looking man spied me across the bar and smiled while I was chatting away with friends I had made that night. I did not approach him, though I kept my face happy and open. Eventually he came up to me introduced himself and we had a brief conversation. Before the night was over, he did not ask for my number, and I did not offer it (if a guy likes you enough, he'll ask for your number). The conversation ended and I went home. I didn't really think about it again. But apparently he did. 3 months later, I

was coincidentally at the same bar meeting a friend of mine. He and I made eye contact once more. We chatted and this time, knowing I wasn't going to make it easy for him, he made sure to get my number. I didn't hear from him until Friday the following week. He sent me a very funny flirtatious text message asking if I wanted to go out that same weekend. It would have been so easy to say yes, but years of trial and error with the rules had finally taught me my lesson. A few hours later, I very politely and flirtatiously told him, that as much as I'd like to, sorry, I was fully booked. Well, guess what? He called me the following Wednesday to ask me out for that weekend. And after our date that weekend, I gave him a kiss as thank you for the dinner and great conversation but left him outside my door. Later in our relationship, he admitted to me that the fact that I didn't make it easy for him made a huge impression. He said he thought it meant that I didn't have self esteem issues. He also thought it meant that I wasn't the type of girl who slept around, which when a guy is looking for a girl he wants to commit to means a lot. By all definitions, we had a rules relationship. I continued to date (but never be intimate) with others until he told me in no uncertain terms that he wanted a monogamous relationship with me, which really only took a few weeks. I never called him. He always called me. He took me on dates that he planned ahead, bought me flowers and on holidays and bought me thoughtful gifts. He didn't have a lot of money, so nothing was too expensive and that was fine by me. He told me he loved me first of course, by this time, I was far gone. I simply let him pursue me. I didn't pressure him one iota. I gave him what he needed to fall in love. In a world of easy hook ups, if he wanted to be with me, he had to make some effort and I gave him space. No manipulation needed. He told me how he felt when he felt it, and I responded in turn. So was it really that surprising that on my 30th birthday, 7 months into our relationship, he got down on one knee and proposed? When we got married a year and a half later (long engagement was intentional), how surprising was it that in the wedding vows he read to me that it was the best day of his life when I finally agreed to go out with him. And guess what? I don't worry one bit if my husband is out this second looking for the next girl. I may not be beautiful, but I don't worry, because to him, I am a "creature unlike any other." To this day, I'm not sure what would have happened with my husband if I didn't learn to follow the rules. What would have happened if I had gone up to the attractive guy who had smiled at me at the bar? Because I went up to him, he might of thought I must have really liked him, and maybe we would have hooked up that

night and why would he want to see that girl again (except for easy sex), because who knows who else she picked up at a bar? Or what if I had simply asked him for his number on New Year's Eve? I would have called him and asked him out! Sure we probably would have ended up going to Starbucks for our first date and I would have missed out on him putting all that effort into planning our first date at the little Italian bistro, and he would have missed that opportunity to feel so proud of himself, and we would have instead pleasantly chitchatted. Or what if I had invited him in after our first date? Actually, this one, I do know. My husband admitted to me that he probably would have taken full advantage of the opportunity, but he wouldn't have thought very highly of me for it. He said he would have assumed that I did that with all of my dates. What would have happened if I called or texted him regularly instead of waiting for him to make the first move? He might have felt pressured and it probably would have ended. What would have happened if I didn't continue to date after I met my husband? Well, I probably would have started to go out of my mind waiting for him to call or text or set up the next date, because I didn't have much else going on and I would have done what so many other girls do, which is put so much pressure on a relationship (in their heads) and then be devastated when it doesn't work out the way it went in their minds. What if I had said "I love you" first? Maybe he would have reciprocated, but what if he was building up to it (which is what happened, he brought me flowers), and I had just taken away his opportunity to make a romantic gesture or what if he hadn't quite been there yet he might have gotten there eventually, but I just made him have to confront his feelings of where he was at the time I said I love you and it probably would have broken us up. While the "wear sexy clothes and straighten your hair" parts are a little demeaning, the rest is pretty damn accurate. And honestly, do you really not dress up for a date? That's just sad. The rules remind me of the way my parents used to make me act when I was a teenager living under their roof. When a boy would come to pick me up, my parents would bodily block the door to prevent me from responding to a honked horn. My mom would take all the money in my wallet so that I absolutely could not offer to pay for whatever the evening's entertainments were. I had a curfew so I couldn't get up to too much trouble. My parents said it had nothing to do with male chauvinism or old fashioned behavior; it was simply about making sure the guy had respect for me. Even though he and I now have a joint account, my husband still uses his debit card to pay for our dinner when we go out it's a guy pride thing, apparently. He

likes the idea of *the rules* "providing *the rules* for me, even though I out earn him. The truth is, if a guy likes you, he is going to call. He is going to want to book your time before anyone else can monopolize you. He is going to want to treat you like your special, because a girl with self respect isn't afraid to leave a guy who isn't treating her well. He is going to want you to only go out with him, and yes, he is going to want to marry you to make sure that you will spend the rest of your life with him and him alone because you're not about to live with or play house with anyone who isn't your husband. The rules are dating rules *the rules* *the rules* they are time tested traditions that let men follow their instincts. Because frankly, if he doesn't follow the rules on his own, the chances are he's not that into you anyway and why would you want to waste your time with a guy who you have to call if you want to spend time with him? Why would you want to be with a guy who treats you poorly, neglects you or thinks you're too clingy because you want to go out on date night and then makes you pay? It took me so many years to figure out that it was OK, to let my feminist ideals slide a little bit for dating. I owe my happiness to this book. Following the rules is a little bit like dieting. It's a lifestyle adjustment and if you slip up, you definitely feel it. Any time I met a guy and didn't follow the rules, I knew I probably wouldn't see him again. It was true time after time. But it's easy to get back on course and when you start strictly adhering, you start to see some results, and start having quite a bit of fun. I only wish I hadn't wasted so much time. But in the end, I'm glad I got out of my own way. This book is definitely worth a read. Like I said, they work.

Don't text that man, don't call him (unless he asks you to), don't make a single move that might give him the idea that you are just the teensiest bit interested in him until you've had several dates with him. Let him come to you first. This "new" rules book, which is pretty much like the old "Rules" book, doesn't really tell you how and when you are allowed to express affection. But it does cover online dating, about which the authors say is a reasonable way to "meet" men. But, they caution, don't be the first to contact him. If you see a profile of what appears to be a handsome, smart, kind, accomplished man or any man who attracts you for some reason, WAIT for him to contact you. Sit on your hands, but whatever you do, wait. I've been online off and on for awhile, and if I didn't send an occasional wink to men who have viewed my profile many times, they'd never take a chance contacting me first. Some men are shy (and probably scared) I don't see anything wrong with

sending a flirt or a wink to let him know you're out there. But the authors ominously predict that if you do that, any relationship you get into with him will never last. I think many of their words of caution about being too aggressive and coming across as "needy" are spot on. I agree that relationships should move forward slowly. But, like the other "Rules" book, if you are an older woman like me, chances are good that you've figured this stuff out already. But if you haven't, or you are very young, then this book will enlighten you. The next 'Rules" book should be for older women.

I purchased this for a book club... there were many mixed reviews among about 15 women. I would say half hated the book, some loved it and some thought there were valid points. Sure there were some common sense things in the book, like not having sex on a first date but how it tells you to wear your hair a certain length and what to wear, etc etc. If you're not traditional you will not like this book. It personally made me angry... but I'm also not married so maybe I should read it more closely.

Keep in mind that when you read this book, it's as a supplement to the original Rules. This book won't be nearly as helpful without first checking out the author's original book, All the Rules, which covers all of the basics. Not Your Mother's Rules is essential for the modern woman, covering dating in an age of social networking, texting, and video chats, which the '90s Rules book couldn't cover. The authors include helpful truths, like the fact that video chats are simply "glorified phone calls" and NOT dates, since there is very little effort involved. And I and my friends personally know that friending the guy you like on Facebook provides false hope and gets you no where--and definitely no dates! Some truths are hard to swallow, but ultimately, the Rules work!

I think there is a lot of great advice in this book, as has already been brought out by others. Some of the outward appearance advice felt really stupidly superficial to me. Teeth whitening? Hmm...yeah. Where does a single mother of two small children who works part time at two jobs and is a part time student get the money for that? Not exactly in my budget. Straighten curly hair? Never mind how time consuming this is (and potentially damaging if constantly repeated, in spite of special sprays and lotions). Looking your best is not bad, but I didn't feel that all these suggestions could apply to people of all budgets and ethnicities. Other than that I really like most of the advice and look forward in applying them in my life, since I found many of the Rules make sense and I can easily apply them in my life.



This book will help women navigating today's dating scene of texting and social media. It may seem old-fashioned, but it's good for a woman who is looking for a serious relationship. It is helpful for those who need help being less needy and available, and demanding respect from men they date.

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