

INNER CIRCLE SUPPLEMENT TO:

*Rules of the Game*



THE NEW YORK TIMES BESTSELLER

FEATURING *THE STYLELIFE CHALLENGE* *and* *THE STYLE DIARIES*

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**II.**

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**THE**

**STYELIFE CHALLENGE**

*Master the Game in 30 Days*

*Phone Game Update*

## RULES OF THE GAME

People always ask if The Rules of the Game have changed since they were written. And the answer is: Human nature doesn't change that quickly. The words of the routines may change, but the principles on which they're all based have always been the same and will remain the same.

There is just ONE exception to this, and it's because this is the only part of The Game that involves a third party: Technology. And technology evolves much quicker than we do. So add the following modifications to the sections on Phone Game in Rules of the Game.

## DAY 25 SUPPLEMENT: THE NEW PHONE GAME

Should you text or call after getting someone's phone number?

In the past, the answer was call. Now, the answer is generally to text first. (The rare exception is if you're dealing with an older woman who has said she doesn't text.)

However, one of the problems of text is that it's added an element of anxiety and uncertainty to the game: Where making a plan before was just a matter of a fifteen minute phone call, now it can take 48 hours of cat-and-mouse texting, with both people playing games and waiting hours to respond. In addition, it's a lot easier for someone to cancel plans when they can just passively text someone rather than calling them and speaking to them directly.

And for chronic over-thinkers, every text comes loaded with anxiety over what to write, how to phrase it, and how long to wait before

sending it. It can be exhausting. In the following step-by-step guide, we're going to eliminate as much chance and guesswork as we can.

## STEP ONE: SEED THE TEXT

The best way to avoid worrying over what to text is to, at some point in your initial in-person interaction with her, lay the groundwork for your first follow-up message to her.

By, for example, creating a nickname for her or a private joke between the two of you during the interaction, not only will you know what to say in the first text, but the message will bring back the positive associations she made when she first met you. You'll also avoid the awkwardness of having to state your name in that initial text like a stranger would.

So in your interaction, give her a nickname. An easy one a reader named Rico likes to do is just add –cakes to her name. You can also call her Tiger or Sparky if she's feisty; Ivy if she sort of grows on you;

or any name you make up and use for fun when you meet her.

In addition, remember the DHV (demonstration of higher value) you do. It may be the Cube, Style's EV, Blood-strology, or any of the DHVs from the Routines Collection in *Rules of the Game*. Then, in your first text, make a reference to something you teased her about during the DHV.

For example, there's a game called Fuck, Marry, Kill. If you don't know the game, what you do is choose three random men in the room (I prefer to choose the oddest looking ones), and she has to hypothetically choose one to have sex with, one to marry, and one to kill. She then chooses three women for you to hypothetically fuck, marry, or kill.

So the next day, for your first text, you can simply say, "So I'm at dinner and just saw that guy you chose to marry. Want me to get his phone number for you?" (Note that the text also works as a disqualifier and as role-playing.)

## STEP TWO: SEED THE NEXT MEETING

This part is described in *Rules of the Game*, so to summarize for those who don't already do this, always end the first interaction with a solid plan. The way this is done is to mention something fun or cool that you're doing in the next week--ideally something you've both been talking about. Then don't invite her until just before you end the interaction. After exchanging phone numbers (as described above or on Day 20 in the book), you now have a solid plan for your next meeting. In addition, it's something casual, not framed as a romantic date, and that doesn't require too much commitment on her part. (Remember, dates are for people you're actually dating.) And you can avoid the awkwardness of trying too hard to talk her into doing something with you. With seeding, she's already committed.

## STEP THREE: SEND THE FIRST TEXT

Assuming that, like most people, she prefers text to phone, the

key to the first text is NOT to ask her out or try to make a plan in the first text. The text should simply remind her why she enjoyed interacting with you, and be as brief and non-needy as possible. And you don't have to think very hard about this text, because you've already seeded it in Step One.

So refer to a private joke, DHV, nickname, disqualifier, or conversation between the two of you—and even better, include an open loop, like you learned on Day 18. For example, a reference to your opener: “Just found out the name of the fifth ocean...” Don't give her the answer, so she texts back and asks you what it is.

Another example: if someone has a common name, like Stephanie, I may tell them, I already know two Stephanies, so I'm making them Stephanie 3. The next day, I may send her a text that's either a positive SOI, “You're officially promoted to Stephanie 2.” Or a teasing disqualifier: “I just met another Stephanie at work, so you are officially Stephanie #4 now. :)”

As for the answer to the classic question—“how long should I wait to send the first text?”—The answer is...*as long as you can*. If you know she’s really into you and can’t wait to hear from you, then you can wait three to five days. If it was a brief interaction and she was hit on all night by guys, you may want to text that night or the next morning so that you and your personality stay fresh in her mind.

However, if the interaction went really well and you know she was into you, you may want to wait just a little longer than you normally would, in order to give her the opportunity to send the first text. Remember that the better you get at The Game, the less of it you have to use: the ideal outcome of a good approach is when she’s putting in more effort to see you again.

## STEP FOUR: MOVE FROM TEXT TO PHONE

You may, if you wish, engage in a couple more casual back-and-forth texts. The key here is to keep the texts unpredictable, fun,

non-needy, free of fluff questions, and non-rapport-seeking. Just like the beginning stages of an approach, texts are a way to convey your personality and need to seem offhand and casual, as if you didn't put any forethought into them. But the goal is to get her on the phone for a brief call. At some point, when you're at the high point of the text conversation, whether it's your second text or after a little more banter, tell her that you're going to the event you seeded, and ask her when she's phonable so you can let her know the details.

There are some women who just don't do phone calls, so you don't always have to call her. And if she's not phonable, or it becomes complicated in any way to arrange a call, just make the plan via text. Remember that this is a plan you are doing with or without her, so you are merely giving her the opportunity to join or tag along or be a part of your fun, exciting reality. Nearly everyone worries that they're missing out on something great in life, so be that something.

However, it is helpful just this one time to talk to reaffirm your

connection and minimize flaking. And if the call is comfortable and feels natural for her—especially if she tends to avoid the phone—she may hang up feeling as if your meeting was “meant to be.”

## STEP FIVE: SET UP THE FIRST MEETING

You’re then going to have a short phone conversation, following the structure in *Rules of the Game*. To summarize: tell a quick story about something interesting that *just* happened to you, make the plan with her, let her talk for a little, then be the first to end the call.

A lot of people make the mistake of trying to escalate a relationship via phone or text. And though that sometimes works, more often it backfires. For example, I had a friend who used to get a girl to agree to have sex before meeting him for the first date; and though she agreed on the phone, before the meeting she’d usually get nervous or feel like he *expected* sex, and back out.

So a general rule of thumb: text is for maintenance, not escala-

tion. If anything, it can increase rapport, excitement, or if you get your texting push-pull down, attraction: If she starts texting about every little thing she's doing during the day, then you know you connected with her on a deeper level.

## TEXTING MINUTIAE FAQ

### **Q: How many texts should I send without a response?**

A: Generally no more than two texts. That said, don't freak out if she doesn't respond to the first text right away. Not everyone is attached to their phone all day. And if she doesn't respond to either, this doesn't mean that you need to give up all hope. By inviting her to a dinner party as a "wild card" a few weeks later or sending one group text invitation to something cool or another technique to re-engage in a non-needy way, there's always a chance you'll reach her at the right time. The key is that you're a busy person with an active, fun social life, and your self-esteem does not hinge on one person responding to a text or seeing you again.

### **Q: How long should my first texts be?**

A: As short as possible. A good rule of thumb: If you start

thinking too hard about the second or third sentence of a text, remove that sentence and send it.

**Q: How long should I wait to respond to a text?**

A: If she's answering right away, also answer within fifteen minutes. You don't want to get stuck in text-delay game playing. If she takes a while to answer your texts, then use an inconsistent response pattern: sometimes answer right away; other times take hours or a day.

**Q: Emoticons—yes or no?**

A: Used sparingly, the occasional basic smiley face emoticon at the end of a text comment that's not meant to be taken seriously is okay. Don't use a winky face emoticon, because it can come off creepy (like a guy who winks at a woman) unless she uses one first.

**Q: What about LOL?**

A: Stick to “Haaa” or “Hahaaa” or a similar variant for now.

**Q: Any other text subtleties I should know about?**

A: I have one small, unusual thing I do. Too many question marks can subcommunicate neediness to some women, so I try to avoid them when I can. So either I’ll just use a period after a question or ellipses, as in, “And how do you think you’re going to accomplish that...”

**Q: What if she doesn’t respond to my texts or calls?**

A: It’s not because you have bad phone or text game. It’s because you didn’t make a strong and positive enough impression when you first met her. So work on your approach, DHV, attraction, or calibration. However, if you’re experienced and you know everything went well, she may simply be in a relationship

or still not over one.

**Q: Anything else?**

A: In general, remember to express your personality in small doses via text, and to always push-pull. To sometimes be clever, but other times just respond with one word or not respond at all. If you're trying too hard to flirt or get a reaction or be unique via text, you're going to come across as needy and validation-seeking. And as always, remember that these are not rules, just guidelines.

**Q: Anything *else*?**

A: Good luck.

~ BONUS ~

DAY 20 SUPPLEMENT:

STYLE'S TEXT CLOSE

Though I still prefer the paper-tearing method of number closing, sometimes I would forget to transfer all the scraps of paper into my cell phone right away, and as a result lost some numbers. So, here's an alternate technique that avoids paper altogether.

The principle remains the same: The point is to avoid an autopilot no response. Even if she likes you and wants to see you again, she may be so used to saying no whenever someone asks for her number, that she'll say "Just give me your number" when you ask. And chances are that she won't end up using it.

So instead, as described in the book, ask for the phone number at the right point in the interaction (after you've demonstrated value, made an emotional connection, and seeded a plan), then don't ask for

her number. Instead, actually begin by offering to give her your number. No one will refuse to take your number at this point in the interaction (unless they're already in a happy, committed relationship).

So tell her: "Here, I'll give you my number." Then recite your number while she inputs it in her cell phone. Afterward, say, "Great, now text me your number. And write something to remember you by, just in case I forget."

The point of asking her to add something to remember you by is not just to be witty, but also to not give her too much time to think about giving you her phone number. Instead, assume that it's a reasonable request and the answer is yes, and then move on and have her think about what funny or true thing she can text you to remember her by instead.

The disadvantage this has over the paper-tearing technique is that there's a slightly larger margin for a no response, because in the paper-tearing technique she doesn't yet have your number. On the

other hand, the advantage is that it's not possible for you to get a fake or wrong number when she's texting it to you.

That said, both techniques have worked for me 100 percent of the time. There hasn't been one rejection or one wrong number. However, that's because I always number close at the right point in an interaction. So be careful not to use this as a mad desperate play for someone's phone number in an approach when you're not connecting.

A fun gambit to add afterward is to take her phone and, unbeknownst to her, replace your name with a humorous word or phrase, so that when you call, her display reads "The Coolest Guy in the World" or "Superstud" or "James Bond."

Enjoy, and see you in the field.