

# COSMOPOLITAN



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**ACTS OF  
COURAGE  
FOR  
MOUSY  
GIRLS**

**Can Make  
WONDERFUL  
Things Happen**

**WHY  
POWERFUL  
MEN**

**ARE  
SUPERSTARS  
IN THE  
BEDROOM**

**How Long  
Will Your  
Love  
Last?**

**A QUIZ**

**10  
Ways  
to Win  
Him—  
Without  
Losing  
Yourself**

**TO LOVE  
DEEPLY  
TAKES  
GUTS.  
CAN YOU  
HACK IT?**





# THE RULES:

# Ten time-tested secrets for capturing his heart

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 seem to attract men almost effortlessly?

Frankly, many women we know find it easier to move 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 simple ways of acting around a man, ways that can help you win his heart. Hard to believe? We were skeptical at first too. Read on!

## 1. Be a "Creature Unlike Any Other"

Being a woman unlike any other is a state of mind. You don't have to be rich, beautiful, or exceptionally smart to feel this way about yourself. And you don't have to be born with this feeling—it can be learned, practiced, and mastered.

Being unlike anyone else is really an attitude, a sense of confidence and radiance that permeates your being. It's the way you smile (you light up the room), pause in between sentences (you don't babble on and on out of nervousness), listen (attentively), look (demurely, never stare), breathe (slowly), stand (straight), and walk (briskly, with your shoulders back).

Master these simple, common-sense strategies and attract a man who *totally* adores you!

By Ellen Fein and Sherrie Schneider



It doesn't matter if you're not a beauty queen or that you never finished college. You still think you're enough! You have more confidence than women with M.B.A.'s or money in the bank. You're not desperate or anxious. You don't date men who don't want you. You trust in the abundance and goodness of the universe: If not him, someone better, you say. You don't settle. You don't chase anyone. You don't use sex to make men love you. You believe in love and marriage. You're not cynical. You don't go to pieces when a relationship doesn't work out. Instead, you get a manicure and go out on another date or to a singles dance. You're an optimist. You brush away a tear so that it doesn't smudge your makeup, and you move on! Of course, that is not how you really *feel*. This is how you *pretend* you feel until it feels real. *You act as if!*

## 2. Don't Talk to a Man First

Never? Not even "Let's have coffee" or "Do you come here often?" Got it? Don't even try these harmless openers. Otherwise, how will you know if he was smitten by you or was just being polite?

We know what you're thinking. We know how extreme such a rule must sound, not to mention snobbish and silly, but by talking to a man first, we interfere with whatever was supposed to happen or not happen, perhaps causing a conversation or a date to occur that was never meant to be and inevitably getting hurt in the process. Eventually, he'll talk to the girl he really wants and drop you.

Yet we manage to rationalize this behavior by telling ourselves "He's shy" or "I'm just being friendly." Are men really shy? Maybe a therapist would say so, but we believe that most men are not shy, just not *really, really* interested if they don't approach you. It's hard to accept that, we know. It's also hard to wait for the right one—the one who talks to you first, calls, and basically does most of the work

ROGER NEVE



## THE RULES *(continued)*

in the beginning of the relationship because he must have you. But we assure you that will happen, and it's worth waiting for.

### 3. Don't Open Up Too Fast

Dating is not therapy. There are many ways to kill a relationship. Getting heavy and examining everything is certainly one of them. Conditioned by therapy and self-help books to tell all, women tend to overdo it on first dates, bringing up past relationships, their hurts and fears, their alcohol problem—all in an attempt to bond with this new man.

Your first three dates are about being light and charming, summer-breezeliike. If and when things get serious, you can casually tell him about your difficult childhood and rotten ex-boyfriend. Even then, tell him in a short, simple way. Don't be dramatic. Don't go into details. Don't be burdensome.

### 4. Don't Meet Him Halfway or Go Dutch on a Date

Men love a challenge—that's why they play sports, fight wars, and raid corporations. The worst thing you can do is make it too easy for them. When a man is trying to set up a date to meet you, don't say, "Actually, I'm going to be in your area anyway." Don't offer names of restaurants between your place and his, unless he asks. Let him do all the thinking, the talking, let him flip through the yellow pages or magazine listings and call a couple of friends for suggestions to come up with a place convenient for you. Men really feel good when they work hard to see you. Don't take that away from them.

Friends meet halfway. Men (real men) pick up women at their apartments or offices for dates. Always make the place convenient for you.

Insisting on chivalrous behavior also means allowing your date to pick up the check. Love is *easy* when the man pursues the woman and pays for the woman most of the time. He feels that the money he spends on food, the movie, and the cabs is the price of being with you, and it's worth every penny. You should feel honored, happy, not guilty.

But if part of you feels uncomfortable about him paying for everything, offer to leave the tip, or if the night is a long one—say, dinner, a show, and three cab rides or parking—pay for something small along the way. But don't pay for anything

on the first three dates. Later on, you can reciprocate in your own way: Cook dinner at your place. If he's on a tight budget or is a student and you're worried about his spending tuition money, still don't split the check. Instead, suggest inexpensive places to eat and have a hamburger.

### 5. Always End Phone Calls First

Don't call men, except occasionally to return their calls. When a man calls, don't stay on the phone for more than ten minutes. That way, you seem busy, and you won't give away too much about yourself or your plans (even if you don't have any plans). By ending the conversation first, you leave them wanting more.

If you stay on the phone for an hour or two, recounting every incident of your day, you'll run the risk of boring him. He does not want to date his crazy younger sister, his chatterbox mother, or his gossipy next-door neighbor. He wants to talk to a girl who's friendly, light, and ever so slightly mysterious.

### 6. Don't Accept a Saturday-Night Date After Wednesday

Men don't always know that they shouldn't be calling you on Thursday or Friday night for a Saturday-night date. Other women have spoiled them by accepting last-minute offers.

The best way to encourage him to phone farther ahead is to turn him down when he calls on Thursday for Saturday night. He should get the hint. This is not a game. It is essential that men ask you out early in the week because you simply can't put your life on hold until Thursday or Friday! You have friends and lots of other things to do.

### 7. Always End the Date First

Your first date or two should last no more than five hours. A good way to end the date is to glance at your watch nonchalantly and say something like "I really must be going now. I have such a busy day tomorrow." (Don't say what you're doing. It doesn't matter, and it's none of his business.)

Ending the date first is not so easy when you're both having a great time, but it must be done because you must leave him wanting more of you, not less. If he wants to know more about you as the date is ending, he can always call you the next day or ask you out again when he drops you off. It is our experience that men will want to see you a lot, sometimes every day in the beginning, and then

lose interest quickly. So abide by the rule, and he'll stay smitten.

### 8. No More Than Casual Kissing on the First Date

It's common knowledge that men want as much as they can get on the first date. It's your job to slow them down. Let him kiss you on the first date, but nothing more. Keeping it to a kiss will force him not to think of you as just a physical object. If a relationship is to develop, he must fall in love with your soul, your whole being, not just your body. So the less you do physically at first, the better.

Some men might try to make you feel that you're being old-fashioned or prudish. Some might make fun of you or even get angry. Let them know as nicely as you can that if they don't like it, they can get lost! If a man pressures you, then he's not someone you want to date. Keep telling yourself that other women have spoiled men by sleeping with them on the first date, but you take your time. If he really cares about you, he will respect your boundaries. If he's a gentleman, he'll let the physical part of the relationship develop at your pace and never force anything on you.

### 9. Don't Tell Him What to Do

If your boyfriend wants to join a new health club where all the leggy models work out, don't tell him to jog on the street or exercise at home. Say "That's great!" and go about your business. Don't show that you are jealous or insecure. If he loves you, it won't matter how pretty the girls at the gym are.

If he'd rather go camping with his friends on the weekends than be with you, either let him or break up with him, but don't tell him what to do.

Men do what they want to do. If they can't live without you, it's very clear. If they can live without you, it's also clear. Don't be dense. Read the tea leaves and move on to the next man.

If, after dating you for months, he has not introduced you to his parents or friends, that means he probably doesn't want you to meet them. He may simply be shy about the whole thing. Don't be pushy and suggest meeting them if he doesn't bring it up. We don't force ourselves on the family. We don't make friends with his roommate or take his mother to lunch so that she'll tell him to marry us.

Finally, don't try to change his life in any way. Don't go through his closets and throw out his favorite, but disgusting, old jeans, and then suggest you and he go shopping for new ones.



## THE RULES (continued)

Don't try to turn him on to tennis when he loves drinking beer and watching football. Don't sign him up for career counseling because *you're* unhappy with his current job. Don't push your interests on him either. If he loves steak, don't preach the virtues of vegetarianism. You don't own him. He isn't broken. Don't fix him. You will end up emasculating him and he will come to see you as a domineering shrew. He wants someone who makes him feel good or better, not inadequate. So leave him alone. When he *asks* you what to wear or how to play tennis, then you can help him.

### 10. Don't Try to Change Him

Let's say you have met a terrific man but there are a couple of things you wish were different. What do you do? Nothing! Don't try to change him because men never *really* change. You should either accept certain flaws or find someone else. Of course, it all depends on what it is about him that bothers you.

If he is fanatically neat, chronically late, hates Chinese food (your favorite) and disco dancing (you love it), or he won't part with his childhood baseball-card collection, but he loves you to death, consider yourself lucky. These are annoying but relatively harmless vices, which we classify under category A.

On the other hand, if he flirts with other women in front of you at parties, exhibits violent behavior at times, pays no attention when you are telling him something important, or forgets your birthday, then he is into category-B (bad) behavior, and you have some heavy thinking to do.

When it comes to B-type behavior, such as infidelity and lack of consideration, seriously think about ending the relationship. People don't change that much. What you see is what you get. If a man cheated on you during your courtship, he may do so during your marriage. He might be on best behavior for a while after you catch him the first time. But don't delude yourself. Old habits die hard.

You must decide if you can live with him. Whether or not he cheats on you again, realize that the thought will always cross your mind. You might find yourself checking his shirt collar for lipstick stains and his pockets for little pieces of paper with women's phone numbers on them or calling him at the office when he says he's working late. Is that how you want to live?

The key to a successful relationship is to be happy with the way things are, not the way they could be *if only* he changed.

One of the greatest payoffs of following *The Rules* is that you grow to love only those who love you. If you are following these suggestions, you are learning to take care of yourself. You're busy with hobbies and dating, and you're not chasing men. You have high self-esteem because you are not sleeping around. You love with your head, not just your heart. You are honest; you have boundaries, values, and ethics. You are special, a woman unlike any other. Any man would be lucky to have you!

Because you love yourself, you are no longer interested in men who ignore you, cheat on you, hurt you either physically or emotionally, and of course, any man who can live without you. We don't mean to suggest that you love someone simply because he loves you. No, you love whom you love. But when a man you are interested in is crazy about you, you are happy about it. You are not bored or turned off. You don't think *Gee, this is too easy*. Love should be easy.

As a result of following *The Rules*, you have a new attitude. You love being loved. You think that anyone who thinks you're great is great, not a jerk. You have no desire to chase someone who hasn't noticed you or dialed your number and asked you out. Love is finally simple and sweet, not heart wrenching and hard.

You might be saying to yourself "But, of course!" Yet you'd be surprised how many of us only went after men who didn't want us. We thought it was our mission in life to reform men, make men who preferred blondes (if we are brunettes) interested in us. We thought we had to *work* at making men love us. If love came easily, we were bored. Now, we like love to be easy. We go to a party, and we don't have to work at all. We just show up, keep our rules on hand, and whoever likes us, likes us, and whoever doesn't, doesn't. We accept whatever happens. We're relaxed and confident. We don't struggle.

You're living pain-free. No more lonely Saturday nights, no more waiting for the phone to ring, no more fantasizing about the man who got away or wanted your best friend, no more jealous tantrums, no more checking his desk drawers or coat pockets for incriminating evidence. To be adored and secure at last! That's the payoff when you follow *The Rules*. Enjoy it.



## TROPICAL PUNCH (continued from 234)

Tuscany Blue-SW1761. Palm Tree Headboard: Background paint was Tuscany Blue-SW1761, "zipper" edging was Sunspot-SW1672. Palm-tree paints were custom colors. **PAGE 179: Living room**—Walls were painted with Sunspot-SW1672, and sponged with Citronette-SW1698. All of the above paint colors are from Sherwin-Williams. For the Sherwin-Williams store closest to you, call (800) 4-SHERWIN.

### STYLE BOOKSHELF

**Miami**, a wildly, extravagantly colorful city, is shown in over 200 photographs by Santi Visalli. Get decorating ideas from the pastel-colored hotels of the Art Deco district, the rainbow bright outdoor phones, neon signs, and tropical plantings. The colorful facade of the Marlin Hotel (page 71) and the zany color-splashed interior of Shabeen Cookshack and Bar, the restaurant of the Marlin Hotel are shown (page 192). A total overview of Miami shows the skyscrapers, beaches, sports, and homes of this glamour girl of a city. Introduction by Beth Dunlop. Hardcover, 224 pages, 10" x 13", \$55. Published by Rizzoli International Publications, Inc. Distributed by St. Martin's Press, (800) 221-7945.

**Miami: Hot & Cool** is a dazzling survey of Miami's diverse homes and gardens, featuring Mediterranean villas, bungalows, contemporary-style homes with the deco curves of Miami Beach, and the hard-line look of Miami Vice. Includes a directory of sources for tiles, wrought-iron railings, pool designs, bamboo mats, and seashell lamps.

Shown are many practical ideas for living in a hot and humid climate, such as fans, fountains, wicker, wire, tile, terrazzo, louvers, and no-care gardens. By Laura Cerwinske, photographs by Steven Brooke, hardcover, 240 pages, 400 color photographs, 9 7/8" x 9 7/8", \$35. Published by Clarkson N. Potter, (800) 733-3000.

**Private Palm Beach: Tropical Style** peeks behind the palms into the homes of the rich and famous. Bungalows, beach houses, villas, and cottages are shown in every decorating look imaginable. Lots of ideas from very grand to flea market style to adapt for yourself. By Jennifer Ash, photographs by Alex McLean, hardcover, 180 pages, 166 color photographs, 9 7/8" x 9 7/8", \$40. Published by Abbeville Press, (800) ART-BOOK.

**Miami Spice** brings out the components in the Florida culinary melting pot: Cuban, Hispanic/Caribbean, and Old Floridian, which includes Grits, Frogs' Legs, and traditional Jewish cuisine. The book offers 200 light, flavor-packed, wake-up-your-palate recipes that don't require hours over the stove. Recipes include Mango Gazpacho, Indian Pumpkin Soup, Guava Cheesecake, Cuban Coffee Brûlée, Jamaican Jerk Rack of Lamb, and Macadamia-Crusted Pompano. By Steven Raichlen, paperback, 352 pages, two-color illustrations throughout, 9" x 7", \$12.95 from Workman Publishing, (800) 722-7202.



## PERFECTLY PINK (continued from 238)

**PAGE 160: NICOLE MILLER**—Nicole Miller boutiques nationwide; Betsy Jenny, Boston; Carol Louise, Williamsburg, Va. **LOVE NYC**—The Eye, New York City; or please call (212) 473-2251 for further store information.

**PAGE 161: BETSEY JOHNSON**—Betsey Johnson boutiques nationwide; **JOCKEY INTERNATIONAL**—fine department and specialty stores nationwide.

