The Texting Rulebook

CASE FILE

A text has exactly one job: **get you into the room.** Everything she feels about you is decided face to face. Texting either sets that up or wears it out.

THE THREE RULES

LESSON 1

1

MISSION FIRST

Every text moves you toward a date, or it waits. A little banter is fine. Endless banter makes you a pen pal.

2

LET HER INVEST

Ask, then leave space. She should carry part of the conversation. People value what they put effort into.

3

TEXTS SET UP DATES

Make the plan in one message: a place, a day, a time. Never "we should hang out sometime".

FIVE TEXTS THAT PUSH HER AWAY

EXHIBIT

WHAT MOST MEN SEND	WHAT TO DO INSTEAD
✕ "Good morning beautiful 😊" every single day	**Nothing.** Save the warmth for when you're face to face. Daily check-ins turn you into background noise.
✕ Three paragraphs about your day	**Two lines, max.** Leave her something to ask you about in person.
✕ A reply in four seconds, at 2 a.m.	**Reply when you'd naturally see it.** You have a life. Let it show.
✕ "So what are you up to this weekend?"	**Make the plan yourself:** "I'm going to [place] on Saturday at 7. Come with me."
✕ A second message when she didn't answer the first	**Wait.** One light follow-up after a few days, then let it go. Chasing tells her the answer.

THE ONE-MESSAGE DATE

A callback to something she said + **a specific place** + **a day and time** + **an easy yes**

You said you've never had proper ramen. Fixing that: [ramen place], Thursday at 8. You in?

FIVE TEXTS THAT GET YOU INTO THE ROOM USE THESE

THE CALLBACK
Bring back a joke she made

You still owe me that argument about pineapple on pizza. Saturday, [place], 7pm. Bring your best points.

THE PLAN
You've already decided

I'm checking out [new spot] on Thursday. Come with me?

THE RESET
After a quiet week

Saw [thing] and thought of your terrible taste in movies. Coffee this week, Tuesday or Wednesday?

THE CLOSE
End a good chat with a plan

Okay, I'm stopping here before this gets too good over text. Tell me the rest in person. Friday?

THE CONFIRM
Short, sure, done

Great. Thursday, 8pm, [place]. I'll be the one who's early.

THE ENDING RULE EXHIBIT D

She remembers the best moment and the last moment, not how long it lasted (the peak-end rule, Kahneman, 1993).

End every conversation while it's good. Leave first, leave smiling. On a date and over text.

HOMEWORK

- [ ] Cut your texts in half this week.
- [ ] Send one date invite, in one message.
- [ ] Let her ask the next question.
- [ ] End your next conversation at its high point.

Stuck on a real situation? Open a case.

From your seat in the hall, tell the Professor what's going on. He grades every case, and the best ones get broken down in a future lecture (never with your real name).

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