The Art of Manliness presents

GUIDE TO BEING A GENTLEMAN IN 2008
Table of Contents

1 Introduction
3 Why be a gentleman?
4 Email
7 Cell Phones
9 Voice Mail
11 Facebook Etiquette
15 Conversation
17 Chivalry
21 Dating
23 Dress & Appearance
26 Tipping
29 Developing Gentlemanly Deportment
What does it mean to be a gentleman in today’s modern world? It seems like gentlemen are a dying breed. A man knowledgeable in the simplest courtesies is becoming rarer and rarer each year. Instead, crassness and vulgarity is the norm.

But it doesn’t have to be that way.

This short guide was written with the intent of helping men attain the traits of a true gentleman. This guide does not profess to have everything a gentleman should know. The lists in it are not exhaustive. But it is an excellent starting point with gentle reminders on how a man should behave. Many of you may say that the advice in this book is common sense. You’re right. It is common sense. Unfortunately, many men in our society no longer have any common sense and instead act like complete cads.

By following these simple tips, any roughian can be turned into a proper gentleman. Developing the traits of a gentleman is a key to success in one’s career and love life. Business associates will respect you; women will adore you.

Experience, of course, is the best guide. In lieu of it, knowledge of gentlemanly deportment can come second hand from an older friend or from books. While books can never replace experience or
"Being a gentleman is the number one priority, the chief question integral to our national life."

Edward Fox

the advice of others in the journey of becoming a gentleman, they can be a useful starting point.

This ebook is freely distributable. If you enjoyed it, please pass it along. Also, make sure to subscribe to the Art of Manliness blog at artofmanliness.com for more tips and advice on manliness.

Respectfully,

Brett

Editor, Art of Manliness
Why be a gentleman?

Why should you learn how to be a gentleman? Today’s society has become more and more informal. While in some ways that is a good thing, in the process men have lost any know-how on simple manners and etiquette.

There are four benefits of being a gentleman:

1. **Being a gentleman earns you respect.** People respect those that respect them. A gentleman is respectful to everyone they meet. Consequently, they win the respect of others.

2. **Being a gentleman earns you trust.** A gentleman is honest in all his dealings. His politeness and consideration puts people at ease and creates an atmosphere of trust.

3. **Being a gentleman can propel your career.** Number three is related to number one and two. Individuals who can earn the trust and respect of others are more likely to succeed at any endeavor in life. A gentleman is successful because he wins the respect and trust of others quickly.

4. **Being a gentleman makes you more attractive to women.** Women love a man who knows how to treat them like a lady. They are attracted to men who treat them with respect and are attentive to their needs. A gentleman understands this and does it.
Email

“Now we speak in telegram form, we write little e-mails, and we have everything at our fingertips, so we don’t train ourselves to keep anything inside.”

Russell Baker

The modern gentleman knows how to deftly use email. They recognize that it is a tool to be used and are not a slave to checking it constantly. Gentlemen show their email recipients the same respect they would give them if they were meeting face to face.

**Be concise and to the point.** Don’t make emails longer than they should be. People use email to save time, so writing your magnus opus in an email message will probably irritate people. As a general guideline, try to keep emails shorter than five sentences.

**Use proper spelling and grammar.** Every piece of communication you send out to the world is a reflection of you. An email filled with spelling and grammatical mistakes will leave a bad impression. It tells the reader that they’re not important enough for you to run a simple spell check. Show your readers respect by proofreading your emails before you hit send.

**Respond within 24 hours.** If an email requires a response, make sure you give one within 24 hours. If there’s a question that you don’t know the answer to and will take some time to research, go ahead and send a response saying you’ll get back to them soon with the answer.

**Answer all questions and preempt future questions.** Failing to answer all the questions in an email forces your contact to email you again. Don’t
waste people’s time by making them write another email. Also, if appropriate, try to preempt other possible questions in your email. It will save your correspondent time and they’ll appreciate your thoughtfulness.

**Make it personal.** Show your contact that you have them in mind when writing your email. Address them by name and add information which will give your email a personal touch.

**Do not write in all capitals.** Writing an email IN ALL CAPS indicates shouting. This can irritate people and you’ll get a response you probably weren’t looking for. Gentlemen don’t shout in normal conversation, so don’t do it in your email either.

**Don’t overuse Reply to All.** Only use this function if your message needs to be seen by each person who received the original message. If you use this function all the time, you will irritate people by filling up their email box with needless responses.

**Don’t use abbreviations or emoticons.** LOL! WTF! THX 4 UR Hlp! : You’re not 15 anymore so stop writing your emails like you are. A gentleman uses proper language when speaking *and writing.*
“We sometimes meet an original gentleman, who, if manners had not existed, would have invented them.”

Ralph Waldo Emerson

Don’t forward chain letters or stupid jokes. Nothing says “I’m a giant fop” more like forwarding chain letters. Gentlemen recognize that email chain letters are dumb, childish, and a huge waste of time for the recipient.

Use discretion with what you put in an email. Be careful with the content you put in an email. Don’t put anything that would embarrass you if it got out in public. In just one click, your reputation as a gentleman can be ruined.
Cell Phones

“Cell phones are the latest invention in rudeness.”

D.H. Mondfleur

Cell phones are a blessing of the modern age. However, if used improperly they can be a curse for you and others around you. Be a gentleman and follow these simple rules of cell phone etiquette.

Unless you are expecting an emergency call, turn off your cell phone in restaurants, movies, meetings, and church. Having your cell phone ring in these settings is rude. You are essentially sending the message that your phone calls are more important than the enjoyment of those around you. If you want to avoid looking like a cad, keep your cell phone off in these settings.

Use your inside voice when talking on a cell phone. If you’re in public and you have to use your cell phone, be aware of your volume. Speaking loudly so others around you can listen in on your conversation just makes you look like a jerk.

Don’t use a Bluetooth headset unless you’re driving. You’ve seen the “headset” people. They look like they just walked out of Star Trek. Headsets distance and disconnect you from those around you. Don’t lose people’s respect by walking around with a headset 24/7. Keep it in the car where it belongs.

Use a simple ring tone. Personalized ring tones are everywhere. But be aware of what ring tones say about you. Jenna Jameson’s “Moan Tone”
shows you have no taste; pop music ring tones shows that you are still in 10th grade. Stick with a simple ring tone.

**Excuse yourself before taking a call.** When with a group of people, excuse yourself and take the call somewhere else.

**Don’t talk and drive.** Show courtesy to other drivers by paying full attention to the road.

**Don’t interact with others while on the phone.** Do not talk on the phone while also ordering food, making a purchase, or talking to another person. It is not only rude to the person you are physically interacting with, it is rude to the person you are speaking with on the phone.

**Use text messages with discretion.** Texting is quick and convenient, but be careful not to get carried away with it. People only get so many texts a month before extra charges start accruing.
Gentlemen pay attention to the details in life. This includes the messages they leave as voice mails. Here are some simple guidelines to leaving the perfect voice mail.

**State your name and contact information first.** Do not confuse your listener by going on and on but not revealing your identity until the very end. But don’t just state your name, also leave your contact info. Many people only leave this information at the end of the message. But it is often hard for the listener to get the number down the first time. If it is only at the end of the message, they have to listen to the whole message just to hear the number repeated. Leave your contact information at the beginning and the end of your message.

**State the purpose of your call.** In as few words as possible, state why you are calling. Is it in regards to an interview appointment? Are you following up on a previous meeting?

**Find some common ground.** If you are cold calling someone, your voicemail is your 30 second chance to make a connection and leave a good impression. One of the best ways to make a connection in that short amount of time is mentioning a mutual acquaintance. You could also mention a shared affiliation with an organization.

**Be brief.** Don’t make your listener resent you by leaving 5 minute long messages. People are busy. Listening to 5 minute phone messages is not an efficient or welcome use of their time.
Leave a specific request. What do you want your listener to do? Sure, you want them to call you back, but why? To answer a question? To set up an appointment? People will appreciate it if you give them specific actions for their call back. This will save them time on the call back instead of trying to figure out what you want.

Repeat your contact info slowly and clearly. You’ve gotten this far, don’t screw it up by muddling the very information that will allow your listener to get back to you. Go slow and be clear.

Consider leaving your e-mail in addition to your phone number. People like choices. Some people like to have conversations on the phone, while others prefer communicating through e-mail. You don’t know what kind of person your listener will be, so leave the option on the table. For many, e-mail correspondence is less threatening and might actually encourage them to reach out to you.

Be Brief. Did I mention be brief? Yeah? Make sure to do it.
Facebook Etiquette

“The annuals, the yearbooks...that all tells the story about what they did.”

Tome Stone

A young gentleman more than likely has a Facebook account. Facebook is a useful way to stay in contact with old friends. However, many men forget common sense and decency while on Facebook and lose any sense of gentlemanly comportment. Gentlemen only use Facebook. MySpace is for cads and scallywags.

Don't poke. Would a gentleman poke someone in real life? Of course not! So don't do it online. Poking is not an acceptable form of flirtation; neither are the other actions that some Facebook Applications allow you to do. If you want to show someone you're interested in them, man up and send a private message to them. Better yet, call them.

Use discretion when Wall posting. Don't use Facebook's Wall to have entire conversations. You'll look like a boob if you do. Use Wall posts for wishing friends a happy birthday or congratulating them for some other occasion.

Do not post anything too personal on people's wall. Remember, walls are public spaces, so treat them as such.
Finally, use appropriate language when writing on someone else’s wall. Avoid off-color comments and gossip. Moreover, don’t use acronyms and check for spelling mistakes. Just think “What kind of impression do I want to give others?”

Keep photos of yourself to a minimum. Especially photos taken of yourself by yourself, by holding the camera away from your face. A gentleman is modest and discrete. Hundreds of photos tagged with you in it let reveals your vanity. Have some class and keep the photos of you to a minimum.

Remove compromising photos of yourself. If you’re a true gentleman, you shouldn’t have to worry about any incriminating photos of you winding up on Facebook. However, if a photo of you in a compromising pose does slip by, ask the poster to take it down. At least remove the tag of you in the photo.

Do not break up with a woman through Facebook. Many spineless cads have used Facebook’s Relationship status feature to break up with their girlfriend. The unlucky girl has the misfortune of finding out her relationship is over after their friend posts a Wall message asking about the status change. If you are not man enough to look a woman in the eyes and tell them it’s over, you are not man enough to be in a relationship to begin with.

“Candor is a proof of both a just frame of mind, and of a good tone of breeding. It is a quality that belongs equally to the honest man and to the gentleman.”

James F. Cooper
Take it easy on the applications. Don’t overload your profile with unnecessary applications such as Superpoke, Food Fight, etc. Also, be careful with the kind of applications you install on your profile. A Gentleman avoids applications that demonstrate a lack judgment or maturity. That means no "Sex Position" or "Beer Wars" applications.

Join Facebook Groups with discretion. The Groups you choose to join, even as a joke, say a lot about you. Use discretion. Additionally, keep the number of groups you join to a minimum.

Don’t "friend" someone you don’t know or hardly know. Facebook has degraded the meaning of "friend." A gentleman respects semantics and only includes people in his Facebook network that are truly his friends. If there is a woman you are interested in, don’t contact her first through Facebook. This is creepy and shows you have no spine. Don’t be afraid to say no to random people who try to befriend you.

Your “Favorites” should be just that. Listing your favorites means listing the things you like the best not every single thing you’ve ever listened to, seen, or read. Having a huge list of favorites shows you don’t have enough taste to pick what things you like the best. Being ultra-inclusive doesn’t make you seem cultured…it makes you seem insecure.
Respond to people’s Facebook wall posts and messages. The ungentlemanly thing to do would be to ignore people’s Facebook messages and Wall posts. Respond within 24 hours. If you feel overwhelmed with Facebook messages, let others know you prefer to be contacted by email.
Conversation

"The real art of conversation is not only to say the right thing at the right place but to leave unsaid the wrong thing at the tempting moment.”

Dorothy Nevill quotes

A gentleman knows how to carry himself in lively conversation. A gentleman can make any person feel at ease while talking to them. After leaving a conversation with a gentleman, a person should feel uplifted and edified.

Look at the person you are talking to. It is a turn off when you are talking to someone, but they’re staring off in space. Looking at the person shows that you are interested in what they have to say. But be careful! Eye contact is good, but too much of a good thing is bad. Staring someone down will only make them feel uncomfortable.

Use the person’s name when talking to them. Dale Carnegie, author of How to Win Friends and Influence People, said that a person’s name is the sweetest word in the whole world. People are set at ease when they hear their own name. Take advantage of this by using it during your conversation. This should be used with discretion. If you use someone’s name too much, you start sounding like a used car salesman and not a gentleman.

Forget yourself. What makes a gentleman charming? Focusing on others instead of themselves. Ask questions about the other person and be genuinely interested in what they have to say.
Disagree, but do it with class. In his autobiography, Benjamin Franklin set out how he disagreed with people while still being a gentleman:

“Use modest diffidence. Instead of saying “certainly” or “undoubtedly,” say, “I conceive or apprehend a thing to be so and so; it appears to me, or I should think it so or so, for such and such reasons; or I imagine it to be so; or it is so, if I am not mistaken.”

If you don’t know the person, introduce yourself with a smile and a firm handshake. Don’t wait for the other person to make the first move. A gentleman takes action. A warm smile and firm handshake can put any person at ease.

Avoid off-color jokes and gossip. The difference between a gentleman and a boor is class. Show you have it. A few cheap laughs at someone else’s expense will tarnish your image, both socially and professionally.

Avoid discussing religion and politics. Such discussions almost always lead to irritating differences of opinion and open quarrels which leave a coolness of feeling between people. Avoid this by sticking to less controversial topics.
Chivalry

"The motto of chivalry is also the motto of wisdom; to serve all, but love only one."

Honore de Balzac

Thankfully, society has made progress in the area of gender equality. Gone are the days where women were considered property and were thought incapable of doing anything other than housework. Yet the equality of the sexes has made the polite way of interacting with women confusing to some. While women are equal to men, it does not give you an excuse to treat a woman like a man.

Women still want to be treated like ladies. Set yourself apart from the group by practicing the simple but effective art of chivalry.

One caveat: Be attentive to the desires of women. While many women appreciate these gestures, some feel uncomfortable with them. Respect the request of a woman who does not wish to have the door opened for her or a seat given up for her.
Open the door. A gentleman will always hold the door for a lady. This applies to car doors of course. Open the car door and wait there until she is seated. Be careful in business situations though. Opening a door for a woman here may cause problems, so be discrete about it.

Carry a handkerchief
A clean hanky should be a part of every man’s arsenal. They’ll be especially useful at funerals or sad movies.

Retrieve dropped items. The polite thing to do is help pick up dropped items, whether they were dropped by a man or a woman.

Walk beside a lady on the stairs. Never walk behind a woman on the stairway. This is especially true if she’s wearing a miniskirt. Walk beside her or slightly ahead of her on the stairs.

Walk on the outside of a sidewalk. This allows your lady to be farther from the traffic. This way, if someone is going to be splashed, it will be you, not her.

Give up your seat
If a lady arrives at the table and there are no available seats, you should stand up and offer yours to her. Also give up your seat on
“The true gentleman is subtly poised between an inner tact and an outer defense.”

Puzant Kevork Thomajan

the subway or bus for any woman, elderly person, or people with physical handicaps.

**Make sure she gets home safely.** You should always offer to walk or drive her home. If she doesn’t feel comfortable having you walk or drive her home, put her in a cab and pay the driver. You will win points by ensuring that she doesn’t feel vulnerable.

**Put on her coat**
Always help a lady put on her coat or overgarment. This is a simple but powerful action.

**Get out of your car.** When you come pick a date up, get out of the car and come to the door. A honk or call from you cell phone letting her know that you are ready demonstrates you have no class. If you do drive her home, get out of your car when you get to her house.

When the date is over, get out the car and offer to walk her to the door. Don’t presume that she wants you to go to the door because your lady might not be comfortable with you doing so. Getting out of the car shows your date that they are important.

**Introduce her to people** Even if you just run into an acquaintance on the street, introduce her. Take a moment to say her name. She’ll
feel like part of the conversation even if she doesn’t add anything.

**Never smoke in the presence of a lady unless invited to.**
While she may not ask you to, make sure you do request her permission.

**Pay attention to the weather.** If the weather is cool, and especially if it’s obvious that she’s cold, offer your jacket. If it is raining, hold the umbrella. If it is icy or pouring rain, play valet and go get the car so she doesn’t have to brave the elements.
Dating

"I profess not to know how women’s hearts are wooed and won. To me they have always been matters of riddle and admiration."

Washington Irving

Dating the opposite sex requires a gentleman to up his game. It has been said that courting a young woman is the ultimate test of gentlemanly skills. Pass this test by following these simple guidelines.

Plan your date out ahead of time. Nothing impresses a woman more than a man with a plan. Before you pick up your date, have the night all planned out. When a man asks his date, "So, what do you want to do tonight?" it shows that he didn’t take any thought in her.

Be attentive to your date. Put the needs of your date on the top of your list. Make sure she’s always comfortable and happy. Also, pay attention to her when she’s talking.

Follow up with your date. A gentleman always follows up with his dates. Give a call a few days later to let your date know you had a good time.

Don’t try to make uninvited physical advances. Don’t be a scallywag and try to make unwanted moves on your date.
Don’t “kiss and tell.” Discretion, honor and integrity are of paramount importance in developing and maintaining your reputation as a gentleman. Details of your love life should remain private.

Don’t break up with someone via email, Facebook or text messages. If you are not interested in continuing a relationship with a woman, have the courage and courtesy to tell her so by phone or in person.
Most American men look like slobs. They take no care for their appearance when out in public. Proper dress and appearance does not make you a pansy or a metrosexual. A man can look gentlemanly and still maintain his rugged edge.

The general rule for men’s dress and grooming is to let the dress suit the occasion. It would be absurd to show up at a formal event in jeans and a t-shirt. Likewise, a man would look very odd dressed to the nines for an outing out in the woods.

**Simplicity. Simplicity. Simplicity.** Any attempt to be conspicuous is in bad taste. Never wear much jewelry or any article of clothing conspicuous on account of its money value. Simplicity should always preside over a gentleman’s wardrobe.

**Follow fashion enough to avoid looking odd, but avoid the extremes of current trends.** Keep your clothes updated with the current fashions. However, avoid trends. A gentleman would never be caught dead in girl jeans or a trucker hat. Stick with a classic wardrobe and you’ll never go wrong. A young man may follow the
trends further than an older man, but let him avoid going to the extremes, if he were not to be taken as an empty headed fop.

**Use little cologne.** Excessive cologne is in bad taste. Avoid childish body sprays and invest in a decent cologne.

**Practice impeccable oral hygiene.** Brush your teeth thoroughly at least twice a day. A white smile and clean smelling breath does wonders in making yourself presentable. Invest in a tongue scraper. Most bad breath is caused by build up on the tongue. Carry gum and mints with you and use them throughout the day.

**Shave daily.** If you shave, do it daily. Nothing makes the face look sadder as chin covered in short stubble. Of course, there are times when facial stubble is appropriate and looks good on a gentleman. For example, stubble while camping or engaging in any other outdoor activity is perfectly acceptable and in many cases is extremely attractive to the fairer sex.

**Keep your beard or moustache neatly trimmed.** Unruly facial hair growth is unattractive. Keep yours trimmed. Beard and moustache styles should be adopted to suit the face.

**Hair should be kept neat and simple.** Make frequent visits to the barber in order to trim the hair on your neck and around your ears in order to maintain a neat appearance. If you wear your hair long,
be sure to wash your hair thoroughly. Longer hair is harder to clean. Find a style that is simple.

**Clip your nails; don’t bite them.** Like it or not, women are checking out your hands. Make sure nails don’t have any signs of nibble marks. Always use a nail clipper to trim nails.
Tipping

“Tipping an individual, while not mandatory, should always be done. The only occasion you should not leave a tip is if the service was completely horrendous and the person providing the service made no attempt to remedy the situation.

When tipping, you should do so discretely. Showing off how much you tip does not impress people, but only shows you are a shallow cad.

Restaurants. 15 percent is customary. If service was stellar, tip 20 percent. When using a coupon, tip as if you paid full price. Leave your tip in cash. It’s easier for the waiter to count it up at closing time.

Valet. $1 or $2 for most automobiles. If your ride is a luxury car, pay more for extra care.

Barber. Add $3 to the bill, more if your cut and style was a drastic makeover.

Food delivery. These guys work hard to get your food to you fast and hot. Tip handsomely if the delivery person had to drive through bad weather conditions.
**Hotel staff.** Bellhops should get $1 to $2 per bag they lug for you. If you’re running late and the skycap books your luggage to your plane so you can get there on time, bump up the tip.

A good tip for housekeeping is between $2 to $5 a night. Don’t just leave cash on the nightstand. It might not be clear to your maid that the money is for them. Make sure to leave the tip in an envelope marked for housekeeping.

**Tipping During the Holidays**

During the holidays, it is customary to give a little more for the everyday service we receive. Here is just a short list of people you should consider giving "la boost" to during the holidays.

**Mailman.** It’s against federal law to tip to federal employees, but they can accept gifts of less than $20. During the holidays, give your mailman a non-monetary gift valued at less than $20. Baked goods are always appreciated.

**Garbage recycling man.** These guys have a dirty job; recognize their work around the holidays by giving them a tip. $10 per person is nice. You can also just give gifts.
Teachers. If you have kids in school, it is usually customary to give their teacher a small gift at Christmas time. Keep in mind that teachers are sick of apple paperweights and body lotions. You can’t go wrong with gift certificates.

Babysitter. A gift in addition to their normal pay is nice. Gift cards are always appreciated.

Cleaning person. An extra week’s pay or a nice gift.
Below is a short list of traits that men seeking to be gentleman should strive to attain. The list is not exclusive, but it should be enough to get one started down the path.

Never perform an act of service as with a manner of conferring a service. Rather perform it with gentlemanly ease as if it were a matter of course.

Cultivate tact. It has been said, “Tact is the ability to describe others as they see themselves.” Today, people talk too much and think too little. They say things on an impulse and consequently cause more trouble than is needed. A gentleman always thinks before he speaks.

Avoid a conceited manner. It is considerably ill bred to act as if you were superior to those around you. Acting conceited is proof not of your superiority, but vulgarity. Cultivate humility in all that you do.

Avoid pride. A proud man places himself at a distance from other men, but he forgets that this very distance causes him also to appear little to other people.

Cultivate the virtues of the soul. Integrity, strong principles, and refined intellect are defining virtues of a true gentleman.
Treat all women with respect. The man who is a rude husband, brother, or son cannot be a true gentleman.

Never groom in public. Don't comb your hair, clip your nails, or heaven forbid, pick your nose in public. If you must groom while out, excuse yourself to the restroom and take care of it there.

At the table, always eat slowly. A man practically swallowing his food whole appears more like a beast rather than a gentleman.

Avoid profane language. Profanity is a mark of low breeding. If you must swear, avoid doing so in front of ladies and small children.

Learn to restrain anger. An angry man ceases to be a gentleman and shows to the world that he cannot control his emotions.

Keep good company. Those you associate with reflect who you are. Help yourself cultivate the traits of a gentleman by surrounding yourself with others who have the same goal.

Remove your hat indoors. Sadly, this rule seems to have been forgotten. Set yourself apart from others by taking your hat off when you come inside. If you don’t do that, at least take it off while at the dinner table.
“This is the final test of a gentleman: his respect for those who can be of no possible service to him.”

William Phelps

**Respect your elders.** Today, young men go around acting as if they know everything. They don’t. Treat those who have gone on before you with respect and you’ll be rewarded with the wisdom they have gained during life.

**Always be punctual.** Make it a rule to arrive on time to any engagement. Better yet, arrive a few minutes early. Such a habit ensures composure and ease which is the very essence of gentlemanly deportment.

**Apologize quickly and sincerely.** When you have committed a fault, apologize quickly. Denying or delaying an apology in order to show you have “principle” only shows that you’re petty and not a gentleman.

**Accept apologies given to you.** No matter how great the offense, a gentleman should not keep his anger after an apology has been made.

**Do not laugh at others’ mistakes.** The person who errs in public is already embarrassed enough. They don’t need you ridiculing them in public.

**Avoid inside jokes.** It is rude to make remarks in general company that are only intelligible to one person.
Don’t flaunt your riches. Modesty is a sign of a true gentleman. A cad must draw attention to his wealth in order to validate his sense of worth. A gentleman knows he is successful without having to let others know about his success.

Use kind words. Today’s world seems to reward cynicism and putdowns. A gentleman rises above such pettiness and says only uplifting and edifying things.

Don’t spit. Many men do this without thinking about it. If you are not on the baseball diamond, avoid spitting. It is just plain uncouth.