

'30 Day Gentleman'
Become A Gentleman In 30 Days

by Marten Sethaven

A 'The Gentleman List' free promotion



YOUR New Year's gift!

This book is a gift from me to you, a gift for joining 'The Gentleman List', the largest e-mail list for men. It's your New Year's gift!

I created THE GENTLEMAN'S LIST to bring together a group of like-minded men and provide them with high quality content and good reviews on a variety of products. The men in our group want to develop themselves and try to become a better version in 2021

You can expect fun gifts, product reviews, interviews on a weekly base!

Enjoy the book!

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Table of Contents

Page 1 Dry January	Page 16 A Man And His Bedpartners
Page 2 Just. Think. Positive	Page 17 A Date To The Cinema
Page 3 Gift Ideas	Page 18 New Sources Of Income
Page 4 Dare To Say ‘No’	Page 19 Confucianism
Page 5 How To Pre-Taste Wine	Page 20 Leading A Woman Dancing
Page 6 Gentleman Essentials Home	Page 21 Friday The 13 th
Page 7 How To Successfully Ask For A Raise	Page 22 Be A Gentleman In The Casino
Page 8 Start Saving Money Instantly	Page 23 A Famous Love Poem
Page 9 Tip Generously	Page 24 A ‘Thank You’ Note
Page 10 How To Fillet A Fish	Page 25 Chivalry Is Not Dead
Page 11 Brush Your Teeth Properly	Page 26 Oyster Combinations
Page 12 A Gentleman Never Cheats	Page 27 Invest In Whiskey?
Page 13 Never Forget A Birthday	Page 28 Making Friends In Your 30s
Page 14 Start An Art Collection	Page 29 Walk A Woman Home
Page 15 How To Make A Vesper Martini	Page 30 Having A Guy’s Night

Day 1 - Dry January

December is one of the most fun months of the year. You have time for family and friends, you may be invited to attend luxury events, parties, and drinks.

After the Christmas period, it's time to give the liver some slack with Dry January.

Dry January is the annual alcohol-free tradition followed by tens of thousands of people worldwide who all want to kickstart their year in a healthy way. So, what are the benefits of a month without drinking alcohol?

How about restoring your liver, feeling more energized, and living a healthier lifestyle.

What are the rules?

- No alcohol for the whole month of January

And that's it.

Easy?

Try it yourself!

Day 2 - Just Think Positive

For some of us, the glass is always half empty. For others, the glass is half-full. Maintaining a positive mindset is not always easy, especially when everything seems to be against us. According to Murphy's Law, when something goes wrong, everything will go wrong.

But hey, is your life really all that bad? The key to staying positive is to reflect and put things into perspective. This may not always be easy. Some things in life can be a bitter pill to swallow, but we can either complain about or adapt and overcome.

Ever heard of reverse psychology? Start thinking positive; your surrounding environment will react more favorably, which will likely result in more positive outcomes.

You know the cliché about life being too short?

I think you do.

Just. Think. Positive!

Day 3 - Gift Ideas

You can't arrive empty-handed on the celebration of a woman. Whether it's your girlfriend, wife, or mother, a gift is always appreciated. Of course, it does not always have to be luxury jewelry – you can make them feel just as happy with carefully selected gifts.

- Personalized gifts: what does your girlfriend mean to you? Come up with an original idea!
- Fragrance: find out what scents she likes and what she usually wears. Pick a similar smelling fragrance.
- Candles: smaller size or big. They are always nice to receive.
- Wellness: a day together at a wellness retreat. The gift of relaxation!
- Travel gifts: a weekend getaway? Who does not like a holiday?
- Flowers: a gentlemanly gift. Pick a bouquet and choose happy, fresh colors. Adding a note is also a great touch.

Day 4 - Dare To Say 'No'

How many times have you said 'yes' to a colleague or friend when you actually meant the opposite?

Saying 'yes' to something you would rather avoid is often an attempt to please others, and as discussed earlier, you ultimately want to be seen as being reliable. Saying 'yes' too often can wear you down, especially when you already have enough on your plate. Saying 'no' is not in our nature.

That said, you have to become more assertive and go against your nature by occasionally turning down a request, offer, or invite.

How can you make it easier to say 'no'?

1. Make it easy for yourself – you are saying 'no' to a situation, not a person.
2. Let them know you will think about it and get back to them later.
3. You don't owe them anything.
4. Make yourself less reachable. Reaching a level where you are able to say 'no' is a great achievement. You will become more confident and mature by avoiding negative situations, and will be less susceptible to external influences and opinions.

Day 5 - How To Pre-Taste Wine In A Restaurant

The waiter proudly presents the wine to your table and asks if you would like to taste it first. The table is quiet and everyone holds their breath to hear your verdict.

This is how to manage the situation like a pro:

- Have a close look at the label to confirm whether it's the wine and year that you ordered (they may offer you the cork to see if it's too dry or sodden).
- After the waiter pours the wine for the first time, inspect the color.
- Swirl the glass to release the aromas out then sniff it with confidence.
- Repeat this multiple times and focus on the structure and flavors of the wine.
- Take a sip and swish the wine around in your mouth.
- Try to discover any unexpected flavors (you are responsible for the wine poured for your guests – do a good quality check).

Don't directly say 'yes' in order to speed along this process. The wine is often the most expensive part of your meal, so take your time and make sure the wine is worth your money.

Day 6 - A Gentleman's Home Essentials

For men, it can be difficult to maintain a 'real' home. A real home always has a well-stocked fridge and pantry, a dust-free interior, and enough toilet paper. To make sure your bachelor pad is always clean and well designed, please follow the suggestions below:

Gentleman Home Essentials Check List:

- Art and paintings
- Clean bedsheets and stock to change every weekend
- A comfortable (and clean) couch
- Your favorite books
- Clean wine glasses
- Coffee table
- Blanket for the couch
- Luxury bath towels
- Scents in every room of your house
- Candles for romantic evenings
- Matching cutlery
- Knife set
- Suit hangers
- Corkscrew
- Lightning options

How 'Gentleman-proof' is your house?

Day 7 - How To Successfully Ask For A Raise?

From your perspective, you might feel like you deserve a raise.

Perhaps you have been a loyal employee, or you just secured a major client.

Either way, that raise should be yours.

Thinking that you deserve a raise and telling this to your boss might be a challenge.

How to ask for a raise:

- Schedule a meeting with your boss, one week in advance (plenty of notice is preferable). –
- Share your thoughts with your boss and ask for direct feedback.
- Ask for more responsibility in the company.
- Demonstrate your added value by presenting a track-record of your achievements for the company.
- Prepare for certain questions that your boss might ask you.
- Share the number that you have in mind and explain how you have come to this amount.
- Email this directly to your boss after the meeting to give them time to think about it.

Get the raise you deserve!

Day 8 - Start Saving Money Instantly

A global crisis, another pandemic, or simply losing your primary source of income?

Luckily, you are reading this chapter now and you are inspired to grow your savings account as of today! How to start saving money:

- Spend less money than you receive each month.
- Prepare food at home (breakfast, lunch, and dinner).
- Skip on the small expenses such as your morning coffee or work-time snacks.
- Pay off your credit card bills.
- Renew your contracts (internet/phone for better rates).
- Set a budget for what you can spend each month.
- Make use of free entertainment.
- Setup automatic transfers to your savings account.

Day 9 - Tip Generously

One of the most interesting dilemmas in a man's life is tipping. When should you tip someone, and how much should it be? Of course, there are many different scenarios for tipping. But whatever the situation, please tip generously.

If you can afford to give a higher tip, then please do so. Tipping shows that you appreciate good service and that you are generous.

Dining

Waitress/waiter: 20% if you receive good service

Delivery driver: 10/15% depending on the weather

Driving

Taxi driver: 15% is the standard

Valet parking: \$5 USD or more

Uber driver: 15%, can be easily tipped by the system

Drinking

Baristas: \$1 USD in the jar

Bartenders: 10% of the complete bill

Hotel

Spa services: around 20%

Concierges: not needed, unless they share useful tips or tricks

Day 10 - How To Fillet A Fish

Fish dishes can be very tasty and fun to prepare, especially when you catch the fish yourself.

Not everyone is a gifted fisherman and preparing and filleting the fresh catch of the day is something that requires specialist skills.

Here's how to prepare your fish like a seafood master.

1. Use a fillet knife with a long, thin, sharp blade;
2. Lay the fish on its side.
3. Cut the fish from behind the gills and pectoral fin, to the rib cage.
4. Turn the blade towards the tail and cut along the top of the ribs, guided by the backbone.
5. Turn the fish over and repeat steps 2 and 3.
6. Insert the knife blade close to the rib bones and slice the entire rib section away.
7. Insert the knife blade 2 inches from the tail and, gripping the tail, put the blade between the skin and the meat at an sharp angle.
8. Apply pressure and a sawing motion, cutting against the skin to remove the fillet from it.
9. Wash the fillets in cold water and pat them dry with a paper towel

Great job, you just prepared your first fish!

Day 11 - Brush Your Teeth Properly

I'm sorry to bring this up, but there is a good chance you do not brush your teeth properly.

Probably you just give them a quick brush before bedtime and after you wake up.

It is of paramount importance for a gentleman to brush his teeth properly.

When you do so, you are not only contributing to a perfect white smile but also removing plaque (which causes bad breath) and helping to avoid your teeth falling out later in life.

Let's brush them like dentists do (or what they claim to do):

- Use the right toothbrush, don't select one with bristles that are too hard or too soft.
- Use dental floss, daily.
- Spend at least three minutes brushing.
- Brush your molars.
- Brush the inner surfaces of your teeth.
- Brush your tongue (you can use a separate tongue scraper if you like).
- Rinse your mouth with water or mouth wash.

Brush immediately after you wake up, and just before bedtime.

Day 12 - A Gentleman Never Cheats

A gentleman should never cheat on the love of his life.

Don't ruin your partner's life forever and don't take advantage of her trust.

If you are having thoughts about someone else, it's time to have a good look in the mirror and wonder why that is happening.

Maybe you are missing something in your relationship, so talk with your partner and be frank with her.

Why you should never cheat:

- You create emotional turmoil for yourself, living with the lie you have created.
- Being a gentleman means you have to strengthen your willpower – willpower to think with your brain and not with your...
- Respect your partner. Think about the things she does for you. What do you owe your partner?
- Don't hurt another person by your actions.

Eventually the truth will come out.

Day 13 - Never Forget A Birthday

There is nothing worse than forgetting the birthday of a family member or... your girlfriend.

A modern gentleman remembers other people's birthdays, which shows he cares about others.

It's easier said than done to always remember a birthday – or is it?

- Make a list of the dates for all your friends, family, and important others' birthdays (why not include your co-workers/manager/director)?

- Keep the list somewhere in full view where you simply cannot miss it, such as: the agenda of your phone, including reminder-alarms, or a calendar in your toilet.

Do it now, before you forget again.

Day 14 - Start An Art Collection

Have you ever thought about starting an art collection? Excellent.

Welcome to the next level in adulthood.

Many young people invest in property or stocks, but for a gentleman, investing in art may be a wiser choice. It allows you to support the creative industry – with the potential of a big pay out in return after a few short years of careful collecting.

But how to start?

- Do some market research. Find out what you like, visit art exhibitions and check online channels for artists.
- Purchase art that you like and don't be afraid to make a mistake. Avoid the big name, famous artists to begin with.
- As an investment, art is a multi-billion dollar market and works can increase in value if you make the right choices. Follow and watch trends in the art market, purchase when you think it's the right time.
- On a budget; even with a few hundred bucks you can get started. Find online auctions and plan your first big move.
- Ask art collectors online for information and advice. You may be surprised how keen they are to share their story with you.

Day 15 - How to make a Vesper Martini

This is the famous 007 drink that will stimulate your senses: a Vesper Martini (shaken, not stirred), according to Bond's instructions to the bartender:

“Three measures of Gordon's, one of vodka, half a measure of Kina Lillet. Shake it very well until it's ice-cold, then add a large thin slice of lemon peel.” Got it?

And indeed, why change a perfect recipe?

- Add all the ingredients into a mixing glass with ice and stir (or, if preparing the Bond way, shake)
- Strain into a chilled cocktail glass
- Squeeze a slice of lemon peel over the drink, rub along the rim of the glass, and drop it in!

Day 16 - A Man And His Bedpartners

When a gentleman is asked about the number of women he has shared the sheets with, it can be a dilemma for him – whether to be honest or keep ‘the number’ to himself. When a gentleman has had an ‘experimental period’ the digits may have risen rapidly and count may have been lost.

It’s never too late to become a gentleman between the sheets (no judging here) and also in your communication with others about the number of bedpartners you have had.

Nobody likes bragging, and nobody want to see a disrespectful attitude towards women.

Nevertheless, some men are born to be a Casanova – for example the well-known Spanish recording artist, Julio Iglesias claims to have shared a bed with over 3,000 women since he was 15 years old.

Other men first sleep with a lady when they reach the age of 30. Again, no judgement.

The question is: when should you mentioned your ‘total count’? The golden rule: if you have had less than 20 bedpartners, feel free to share this number.

If you have slept with over 20 women, we advise you to keep the number to yourself. 17% of the men lie about the number, making it higher (or lower).

Let us agree to be honest, or be silent forever.

Day 17 - A Date To The Cinema

Never go to the cinema on the first date. Why?

You are sitting in silence next to each other for approximately two hours, then you say goodbye and that's it.

Did you get to know your date better? Did you have the chance to have a decent conversation and bond with each other? Exactly. No.

And that's why we avoid the cinema-for first-dates.

From the fifth date onwards, you might pick a movie and have a relaxing night at the cinema.

But remember to treat this evening as a date, that is: with preparation and respect.

- Pick a day and call your date on the phone, to invite her out.
- Decide on the movie together.
- Dress up for the occasion, smart casual is best.
- Be on time and offer to pay for the tickets.
- Combine the cinema experience with a dinner before and drinks after the movie.
- Don't be that couple. Have respect for other cinema goers.
- End the date in style and make sure she gets safely home.

Day 18 - New Sources Of Income

There is a high chance that you work for a boss who pays your salary every month.
Or maybe not.

Even when you are working for a monthly salary, nowadays it is smart to create multiple sources of income.

Relying on one source of income is just too risky.

What happens if your employer goes bankrupt?

Or, what happens if you get fired? Exactly!

I can almost hear you saying: *“but how can I create extra sources of income in combination with my 9 to 5 job?” “I’m tired when I get home” and “I just want to lie on the couch and relax.”*

Think of possibilities: wake up earlier; use your free time in the weekend; even use your lunch hour to source extra income.

Where there’s a will, there’s a way.

In this era, you can easily create new sources of income:

- By investing. Becoming an online entrepreneur (Amazon/Youtube/Instagram/Blog etc.).
- Lending out your place, your car, your materials.
- Taking on an extra job in the evening or on the weekend.
- Teaching your skills to someone else and being paid for it.

Day 19 - Confucianism

The philosophy of Confucianism has made a huge impact on modern day Chinese civilization.

The system has a code of moral, social, political, and religious thought.

After the Zhou dynasty fell, the people did not respect each other anymore.

They only thought about themselves, until the Chinese philosopher Confucius showed people that they have to live in peace and harmony with each other.

Nowadays, Confucianism is spread around the world and you can see it in practiced in China, where people focus on the elders, in addition to respecting their parents and ancestors.

Younger people are supposed to show loyalty to their family and take care of their parents.

An example for the world?

Day 20 - Leading A Woman When Dancing

Leading a lady on the dance-floor is one of those traditional skills a gentleman should have. Not many men have the skills to dance well, let alone to lead a woman.

Any dance in which you decide to lessons, whether you choose salsa, smooth, classic, or ballroom, you should focus on being a good leader.

A quick 101 on how to lead a woman when dancing:

- Mistakes are always yours. Even when the lady makes a mistake, apologize before she has a chance and take the blame.
- A good leader has a strong, consistent frame. You do not lead with your arms; you lead with your torso. You don't want to end up pushing and pulling the lady. You have to guide her with your core body.
- Maintain your frame and remember that the elbow joint never contracts or extends. Pretend your elbow joints are frozen. To practice this at home: pretend you are a butler, holding a towel in your right hand. Your elbows should always be in front of your chest, without your shoulder sticking out. Elbows forward, chest back.
- The leader always moves first.
- Practice makes perfect.

Day 21 - Friday The 13th

At least once a year we all face the dreaded Friday the 13th. Some people stay in bed on this cursed day, because they think everything will go wrong anyway.

This has nothing to do with Murphy's law but there is a deeper, historical fear for Friday the 13th.

Ever heard of Paraskevidekatriaphobics?

These are people that live with a morbid, irrational fear of Friday the 13th.

But where is this fear coming from?

Some say it originates from the early Hindus, who believed it was unlucky for 13 people to gather at one place, for example, at dinner.

Interesting enough, the Vikings had their own theory on the number 13. Twelve Gods were invited to a dinner in Valhalla. Loki, the God of Mischief, was not invited but decided to show up anyway, making the number of attendees 13. Loki convinced Hod, the blind God of winter, to kill Balder the Good with a spear of mistletoe. Balder the Good was killed, Valhalla grieved and since then Nordic people conclude that 13 people at a dinner brings bad luck.

The Bible tells us that exactly 13 guests were present at the Last Supper, and indeed, one of the disciples, Judas, betrayed Jesus Christ that evening by setting him up for Crucifixion... which took place on a Friday.

How do you see your chances of luck on Friday the 13th?

Day 22 - Be A Gentleman In The Casino

Playing poker in an online room does not prepare you for the real deal. When visiting a casino, there are certain rules that you need to follow.

With these tips and tricks, you'll be a regular James Bond:

- Dress for the occasion. A suit would be ideal but smart casual is also fine.
- Play by the rules, cheating or scamming the house (or you fellow players) is illegal and will get you in serious trouble.
- Don't drink too much, as this will affect your judgment and you could lose a lot of money if you're not careful. (Of course, if you're just having fun and playing some poker with your friends and not gambling a ton of money, then by all means, have a drink.
- Don't lose your temper. Everyone likes to win, but don't be a sore loser. Be respectful to your fellow players and keep it fun.
- Most importantly, enjoy the evening.

Day 23 - A Famous Love Poem By Shakespeare

This poem is a universal definition of love, which Shakespeare defines as unchangeable in time and circumstance. He compares love with the North Star, which he says we know nothing about except where it is, and that's all we need.

Sonnet 116: Let me not to the marriage of true minds, by William Shakespeare.

Let me not to the marriage of true minds

Admit impediments. Love is not love

Which alters when it alteration finds,

Or bends with the remover to remove.

O no! it is an ever-fixed mark

That looks on tempests and is never shaken;

It is the star to every wand'ring bark,

Whose worth's unknown, although his height be taken.

Love's not Time's fool, though rosy lips and cheeks

Within his bending sickle's compass come;

Love alters not with his brief hours and weeks,

But bears it out even to the edge of doom.

If this be error and upon me proved,

I never writ, nor no man ever loved.

Day 24 - Write A 'Thank You' note

A well written, sincere 'thank you' note will always be appreciated by the recipient.

A hand-written note shows your good manners and personal appreciation towards the other person. This could be your co-worker or even your mother.

A hand-written note is a gesture that will always be remembered. When you write a 'thank you' note: Be specific and to the point about what you are thanking the recipient for

Make the person feel special by writing in a personal way

Finish in a stylish manner by mentioning how you look forward to meeting again, soon and perhaps identify an occasion when that might happen.

Day 25 - Chivalry Is Not Dead

Chivalry, or being gentlemanly towards women, refers back to the times when knights were riding around on horseback and being gentle and respectful to ladies.

Acts such as opening the door for a lady or holding her hand when she needs assistance are forms of chivalry. We are now living in a digital area now, where you meet your dates through a dating app, casual dating, hook-ups, and one night stands, which have become the new norm.

Chivalry is dead, or is it?

What can you do?

- Hold the door open for a lady
- Open a car door for a lady
- Get her home safely
- Offer nice gestures (flowers on a first date)
- Take charge: carefully plan the date
- Give her compliments, but not about her body
- Call her instead of just using WhatsApp

Set your standards straight as a modern day gentleman.

Act like a knight and prove that the age of chivalry is not dead!

Day 26 - Alternative ways to eat oysters

A fresh oyster with tabasco or lemon juice is delightful.

Especially on a hot summer's day, along with a glass of Muscat.

But what if I tell you there are even better ways to eat your oysters!

Spice them up a little bit by trying the follow:

Tequila and oysters

Yes, you read that correctly.

Add 2 tbsp. of tequila, 2 tbsp. of lime, 2 tbsp. of finely chopped shallots, 1 tbsp. of coriander, and a pinch of salt to your oysters.

Champagne and oysters

If you want to live like a high roller, then this is a fabulous combination.

Mix together champagne vinegar, finely chopped shallots, cucumber, and salt and pepper, before chilling it in the fridge. Add the mixture to the oysters before serving.

Oyster martini cocktail

It might not be the first pairing you would think of, but it's a fun one!

Simply add an oyster to a shaken vodka martini and serve it in the iconic martini glass.

Day 27 - Should You Invest In Whisky?

Whisky is in high demand around the world due to its perceived exclusivity and because it is seen as a sign of sophistication.

In recent years, the price of rare whisky has increased significantly, with more and more collectors seeing the potential of investing in it.

Of course, people do not simply invest in whisky for financial reasons, they also love the romance and heritage behind the brands. If you want to invest in whisky, there are three factors to take into consideration:

1. **Rarity.** The less bottles produced, the more the whisky is worth.
2. **Collectability.** This looks at brand names such as Macallan, Dalmore, and Ardbeg
3. **Collectable range.** If you having multiple special edition whiskies, the value of your collection will increase significantly.

Some whiskies sell for more than USD500,000!

So, when will you start your whisky investment?

Day 28 - Making Friends In Your 30s

It's not easy making friends in your 30s. Your friends from high school have moved on, some have gone abroad to follow their dreams, while others have settled down and have families.

Having good friends is essential in life. As such, it is important that you build a new friend group, or join an existing group of friends.

However, don't force things, making new friends takes time.

It's a given that you won't find someone to connect with instantly. It's not like you can simply order a friend instantly.

Don't be the annoying guy who forces his friendship on others. But where can you find new friends I hear you ask?

- Join a gym or exercise class that offers group sessions (yoga, Pilates, etc.).
- Volunteer in your spare time. Not only will you be doing something meaningful and worthwhile, but it's fun and a good way of getting in touch with likeminded people.
- Visit events, be it a networking event or musical festival. Remember, be open-minded and friendly towards others!

Day 29 - Should You Walk A Woman Home?

Nowadays, you can never be too careful and you should never leave a woman to walk home alone, especially after 9 p.m.

Despite the rules having changed somewhat over the years, one of the greatest gestures a man can make is walking a woman home after a date. So, when and how should you do this?

- Order her a taxi/Uber
- Get her to her apartment or hotel
- If she is traveling by train, walk her to the station and stay in contact with her throughout the journey
- Ask her to give you a call/or text when she arrives home safely If she cannot get back to her place for some reason:
- Offer her your bed (while you sleep on the couch) Has she had a little too much to drink?
- Offer to pay for her hotel Regardless of how the date went, it is important to be considerate and make sure the woman gets home safely.

Day 30 - Having A Guy's Night

Organizing a guys' night is much easier when you are younger, but as you get older and your friends get busier with their careers and/or family it's not always that easy to match your schedules.

However, once you've managed to set a date, best make sure it'll be a great evening with the guys.

Here are just a few ideas:

- Poker, boardgames, or perhaps a cigar and whisky tasting.
- Fire up the barbeque – nothing says guys' night like grilling up some steaks.
- If you want to go for a bit of class, you could always enjoy a cheese board and some cold cuts.
- Make sure the evening has music
- Put together a classic playlist of your favorite songs.

“THIS IS NOT THE END. THIS IS JUST THE
BEGINNING.”

- Marten Sethaven

If you liked these 30 chapters, you will definitely like 365 chapters more of this!

Make sure to check out the Complete Book ‘365 Gentleman: How To Become A Gentleman In 365 Days’, in EBOOK or Paperback or Hardcover on Amazon.

