

Rebuilding Trust With your Friends

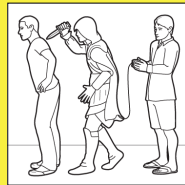
AFTER PLAYING ASSASSIN'S
CREED® BROTHERHOOD
MULTIPLAYER



For instant trust Call 1-877-OK-GET-TRUST

ADMITTING YOU HAVE A PROBLEM.

One in two gamers participates in potentially untrustworthy behavior while playing Assassin's Creed Brotherhood multiplayer.



And since I just finished playing the game and was completely cool that means *you're the one who needs help*.

But that's why you're holding this pamphlet.

It's full of helpful information that will enable you to run around stabbing your friends in the back for hours without sacrificing your friendships. Additional resources are available online, and we put the contact information in a bunch of different places on this pamphlet. Just not here.

Kill them with Kindness. And Weapons.

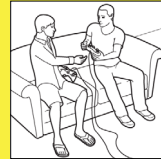
Many of us are taught to trust one another until that person gives us a reason not to. And Assassin's Creed® Brotherhood is going to give you plenty of reasons. But with a few **simple** modifications to your game play, you can pretend to unzip each other's spinal columns without hurting anyone's feelings. *Let's begin.*

Make it so your friends don't hate you.
Visit www.RebuildBrotherhood.org

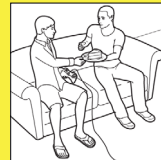
Is it still friendly fire if you use a knife?

Purposefully killing someone on your own team is the lowest of trustless lows. If you accidentally victimize a buddy with friendly fire, make amends with a peace offering.

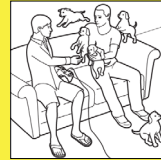
First offense:
Offer your controller



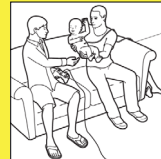
Second offense:
Offer your food



3rd offense:
Offer your puppies



Fourth offense:
Offer your first born child



Nobody knows. But in-game teams are bonded by more than a colored, tinted overlay or guild name. *They are also bonded by a sacred trust that your teammates won't kill you just to be funny. And while defense for this betrayal is usually rooted in comic relief,* the reality is that **same team killing is a traditional sign of self-destructive behavior** conceived through insecurity about one's gaming abilities.

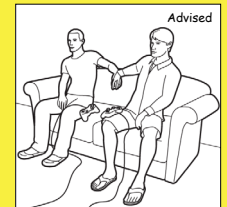
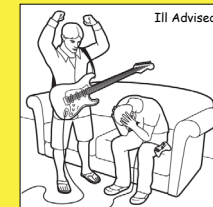
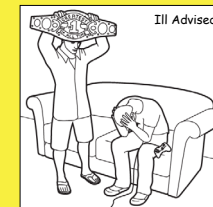
These players need to be nurtured. Let them know that as a team, you are one singular entity sharing your natural talents and skills to achieve a common goal. *And if that doesn't work, kill them before they screw up the mission.*

We have all been tempted from time to time to slash at the forbidden fruit that is your teammate's carotid artery. But a little tenderness and understanding goes a long way toward keeping your team member's blades pointed toward those who deserve it.

If websites were tools, this website would be the ultimate tool for rebuilding trust.
www.RebuildBrotherhood.org

Yes, Your friend saw what you just did to him. He was there. No need to tell him about it.

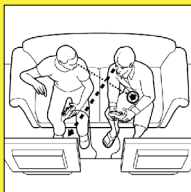
Dude. It was a nice move. You got him. He didn't see it coming. **But there's really no purpose in vocally reciting the event verbatim.** Exhibiting that much joy in de-spining your friend is a sure-fire way to diminish trust. So if you find yourself repeating out loud exactly what happened on screen, remind yourself that in addition to feelings, your friend also has eyes. *And he just saw it.*



We don't know how to use Twitter.
Visit www.RebuildBrotherhood.org

HOW TO IDENTIFY SCREEN LOOKERS AND WHERE THEIR WEAK POINT IS LOCATED.

Wandering eyes have driven a wedge between many trusting relationships. *Especially when those eyes wander off your friend's screen and onto yours. **It's an unwritten rule that screen looking is off limits.*** So if you suspect your partner's gaze is drifting, a simple tap between the legs should set things straight. Once his eyes uncross, they should stay on his own head's up display.



THEY CAN'T UN-TRUST YOU IF THEY DON'T KNOW IT'S YOU.

Usually when someone approaches you in a mask it means you're either getting robbed or they want your candy. *Either way, it's not a look that inspires trust. But when used correctly, hiding your identity can spare all sorts of awkwardness between friends.* Especially when your relationship is based on back slashing.

That's why pre-ordering Assassin's Creed® Brotherhood at **Gamestop** unlocks the HARLEQUIN character on multiplayer maps. He wears a mask to hide his identity. That means your friend will have no idea you're the one who exposed his kidneys with knives. **Instant trust.**

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TRUST BUILDING MASKS THROUGH HISTORY.

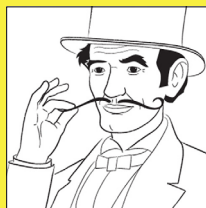
The **HARLEQUIN** is not the only character in history to successfully use a mask to encourage trust. Here are a few others who have used identity deception to keep people feeling good about them.



The SUN GOD RA.

Now that we have things like science and lost things like the ozone layer, people find it hard to trust the sun. But back in the day Ra had quite a number of trusting followers. And he wore a mask. Nice work, Ra.

ABE LINCOLN. How do you get a shattered union to trust you after a civil war? You wear a mask. Or in this case a mask of beard. That's a mask so subtle it barely even counts as a mask. *Now he's on money.*



THE EASTER BUNNY.

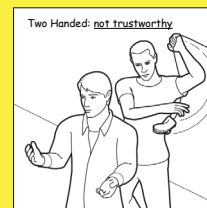
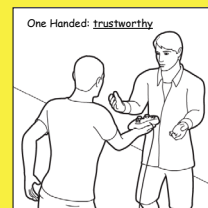
In some cultures he would be considered an abomination so vile he'd inspire nightmares. But here, *he's loved and welcomed into our homes while we sleep. That is one trust-inducing mask.*



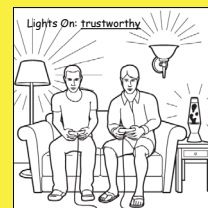
HIGHLY VISUAL TRUST BUILDING TIPS.

These are important drawings that can teach you how to keep things easy-peasy while pretending to slice up your buddies.

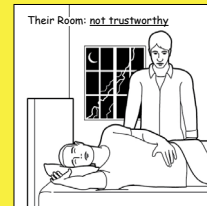
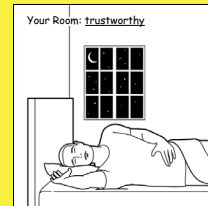
How to hand your friend a controller.



Proper game room lighting.



Where to retreat after gaming.



For additional tips, videos, illustrations and animated gifs about this topic, click here.
www.RebuildBrotherhood.org

The Road to Recovery

While completely awesome, this pamphlet is only the first step toward rebuilding trust with your friends after playing Assassin's Creed® Brotherhood multiplayer. But don't worry. We also made a website. It's a lot like this pamphlet. But it also has **videos** and **pictures**. And **words**. But the words are different. The meaning, however, is the same. See you there!

www.RebuildBrotherhood.org

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**ASSASSIN'S
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