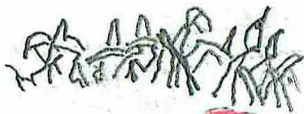


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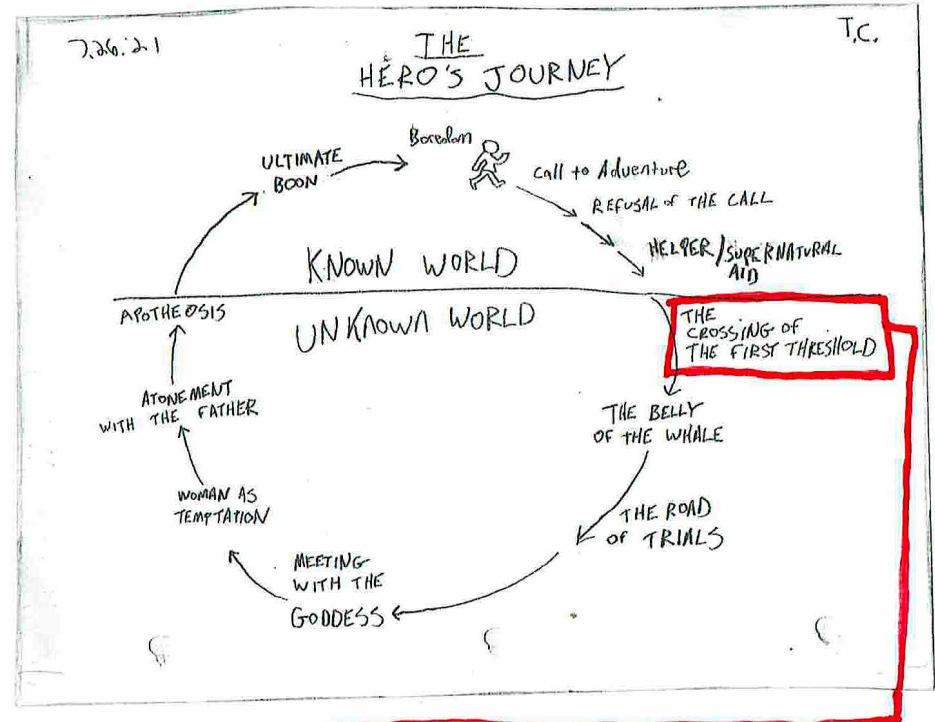
'Zine



#2

5.16.22

T.C.



Beyond the threshold, then, the hero journeys through a world of unfamiliar yet strangely intimate forces, some of which severely threaten him (tests), some of which give magical aid (helpers). \*

\*from THE HERO WITH A THOUSAND FACES by Joseph Campbell

cover illustration by Shel Silverstein



## SAVOIR FAIRE

"Savoir faire" (SAV wahr FARE) is one of those French phrases that pretentious English speakers use because the phrase is just so perfect.

It means THE ABILITY TO SPEAK OR ACT APPROPRIATELY IN SOCIAL SITUATIONS. The phrase has fallen out of fashion lately because a lot of us have become lazy slobs.

I'm bringing Savoir Faire back.

We've gotta know how to behave appropriately. This doesn't mean we have to be super polite and apologize all the time for everything. We don't have to be sweet. We don't have to be too nice. The word for that is "obsequious." Obsequious people are annoying people.

Folks with savoir faire are cool. Ferris Bueller had savoir faire. That's why everybody loved him.

As your life-lived-by-your-talent takes hold, you will cross thresholds into unknown worlds again and again.

Maybe you're from the country and your talent takes you into the city. Maybe you're poor and your talent takes you into

Rich-istan. Maybe you'll find yourself sharing a taxi with a cocaine smuggler in Dar Es Salaam. Better be cool, man. Better be cool.

This 'Zine is written mainly for rural or suburban, public-school-educated Americans like me. Once we cross the Threshold of Interesting Consequences, we're spies.

It pays to behave like good ones.

# Don't Lie.

If you never lie, and bear the consequences, you will develop a positive relationship with faith.

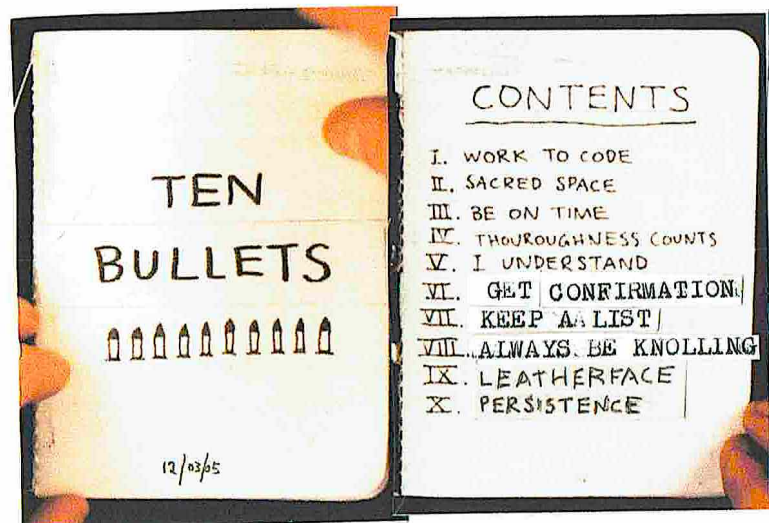
If you have a tendency to lie to make things go more smoothly, stop. Lying is a form of cowardice.

"Be bold, and mighty forces will come to your aid."\*

When you stop lying, you enter a positive feedback loop. You'll stop engaging in behaviors you have to lie about. You will learn to be honest with yourself. You will become less tolerant of liars. You will graduate to a finer class of people. Adventure will come to you.

\*Goethe said that, but I only know it because the quotation is in the movie ALMOST FAMOUS.





## Be a Pro.

From day one. A lot of "creative" people think that their "creativity" absolves them from professional behavior. Bullroar. It's a crowded field out there. Plenty of "creative" folks trying to go pro. Give yourself an edge by being reliable. Finish. Don't be late, not even by one minute.

Watch TEN BULLETS. Written by Tom Sachs and The Great John Furgasson. Inspired by all of the patzers they had to fire while we were building Tom Sachs' NUTSY'S. TEN BULLETS is the 10 Commandments of Working. The fundamentals.

You will be astonished by how far simply acting like a pro will take you.

## Dress up.

The further you are up the food chain in your field, the more casual and wacky you can dress. Yes, Kanye West, Justin Bieber\* and Cardi B can wear whatever they want, because they're American Royalty. They're the top.

When you, starting out and building a reputation, dress in your Supreme sweatsuit and limited edition Jordans, it's basically STOLEN VALOR.

Supreme clothes are not "nice" clothes.

No matter what you paid for your sneakers, they're still sneakers. "casual" means, "I don't give a shit," and who wants to work with that?

Never mind your comfort.

Dress appropriately. I'm talking about at work/in public. I might be talking specifically to creators and film makers.

Some people, people who have money you want them to give you, see sloppy dress as a form of disrespect. I consider myself one of those people. Y'all give me money. I wear a buttoned up shirt, tucked in, a belt that matches the color of my boots, and no jeans or sweatpants.

Having said all that, style counts. Some folks have perfect style. You know who you are, and you'll rightly disregard this tome. But for the rest of you:

When in doubt, dress up.

\*(last I heard, Bieber is in the process of becoming an American citizen)





**Using \$12,000 Air Diors as Work Boots**

3.2M views • 1 month ago



WhistlinDiesel



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# Gigs

You have a talent. You're leveraging it to make a living. From time to time, and especially in the beginning, you'll be working gigs.

Weddings, Bar/Bat Mitzvahs, parties, etc.

- || Take every gig seriously. Do your best.
- || Act like a professional.
- || Do not join the party. Even if it's your friend's party. Even if it's your friend's wedding.
- || Eat with the help, discretely. Don't put your friend/boss in a position where he/she feels



compelled to say, "Join us," No thanks, you've already eaten.

Do not Drink.

Take calls/texts in private and out of sight..

Dress as if you're a guest at the gig. Do not stand out.

Channel the happiness and positivity of the event.

If it's a video-gig, get lots of footage of the children. Especially shots of individual children.

Respect the camera-shy.

Exploit the hams.

Include mishaps in your edit, but, as always, honor your subjects' dignity.



# Socially

Don't brag about what you're "going" to do.

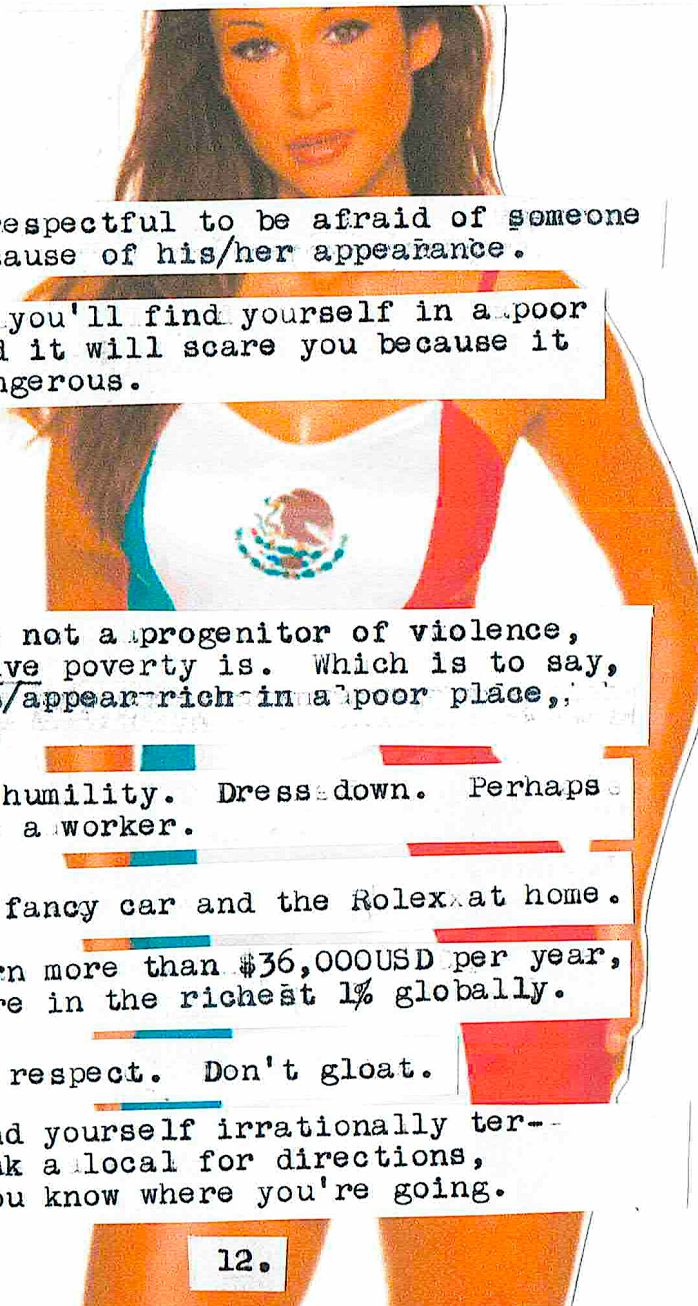
Don't even talk about what you're "going" to do.

You probably won't do it if you do.





# Dangerous Places



It is disrespectful to be afraid of someone simply because of his/her appearance.

Sometimes you'll find yourself in a poor place, and it will scare you because it seems dangerous.

Poverty is not a progenitor of violence, but relative poverty is. Which is to say, if you act/appear rich in a poor place, watch out.

Show some humility. Dress down. Perhaps dress like a worker.


Leave the fancy car and the Rolex at home.

If you earn more than \$36,000 USD per year, then you're in the richest 1% globally.

Show some respect. Don't gloat.

If you find yourself irrationally terrified, ask a local for directions, even if you know where you're going.

# Abroad



"Savoir faire" is a French word, and I specifically have the nation of France in mind when I use the word ABROAD. France was the first foreign soil upon which I set my feet.

France is an absolutely astonishing nation. It's the fanciest one. Oo la la.

A lot of unsophisticated Americans bitch about France. They say the French are assholes. Probably they mean the Parisians. Sure, the Parisians can be assholes, but no more than New Yorkers. In fact, less than New Yorkers.

The French have been very good to me. The French love "artists." You will likely find yourself working in France with the French if you're fortunate and good.

I'm writing to you Americans. I see you all over the world. I see how you behave, generally speaking, when you are guests abroad.

Quiet down. I mean this literally. Lower your voice. You're speaking a foreign language.

Enough with the American Flag clothes, we get it.

Pretend you're in a museum. The world is yours.



# Around Rich People

# Around Famous People

Van Neistat: "What was the best thing Frank Gehry ever taught you?!"

Tom Sachs: "He told me it was cool to swear around rich people."

The rich have nice things. Don't break them.

The rich have lots of rules, be prepared to follow them if you hope to curry favor. Etiquette is king.

Often the rich have exacting standards.

Don't let the rich treat you like an employee, even if you are their employee.

They can buy anything, but they can't buy backbone. Don't let them forget it.

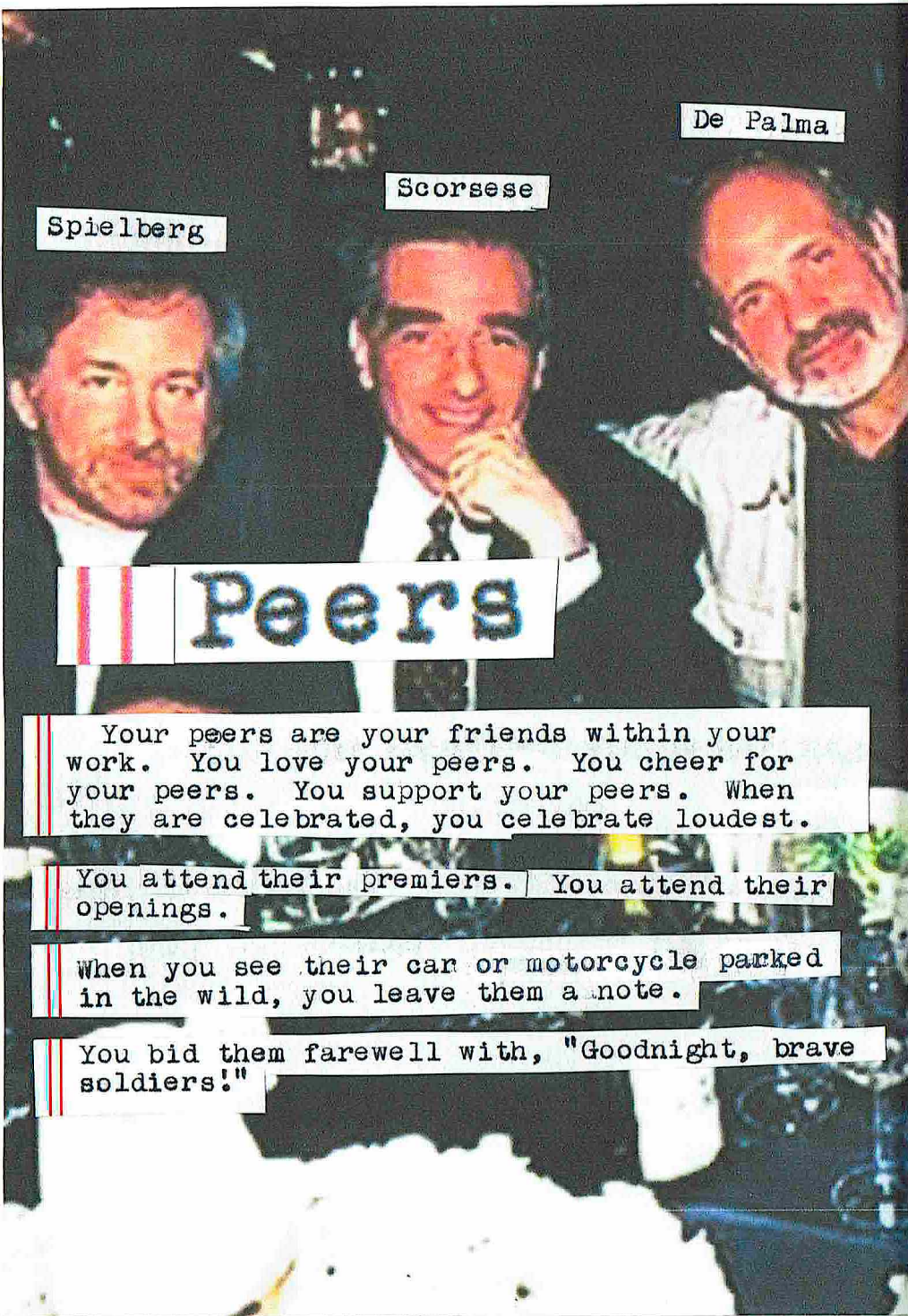
"The average celebrity meets, in one year, 5 times the number of people a non-celebrity meets in their lifetime."

--Jack Nicholson

Respect the burden of fame. Do not gossip. Do not tell their secrets. Do not bore them with questions they answer 100 times a week. Think twice about asking for a picture. Do not corner them and hold them hostage.

Overlook Hotel  
July 1921





Spielberg

Scorsese

De Palma

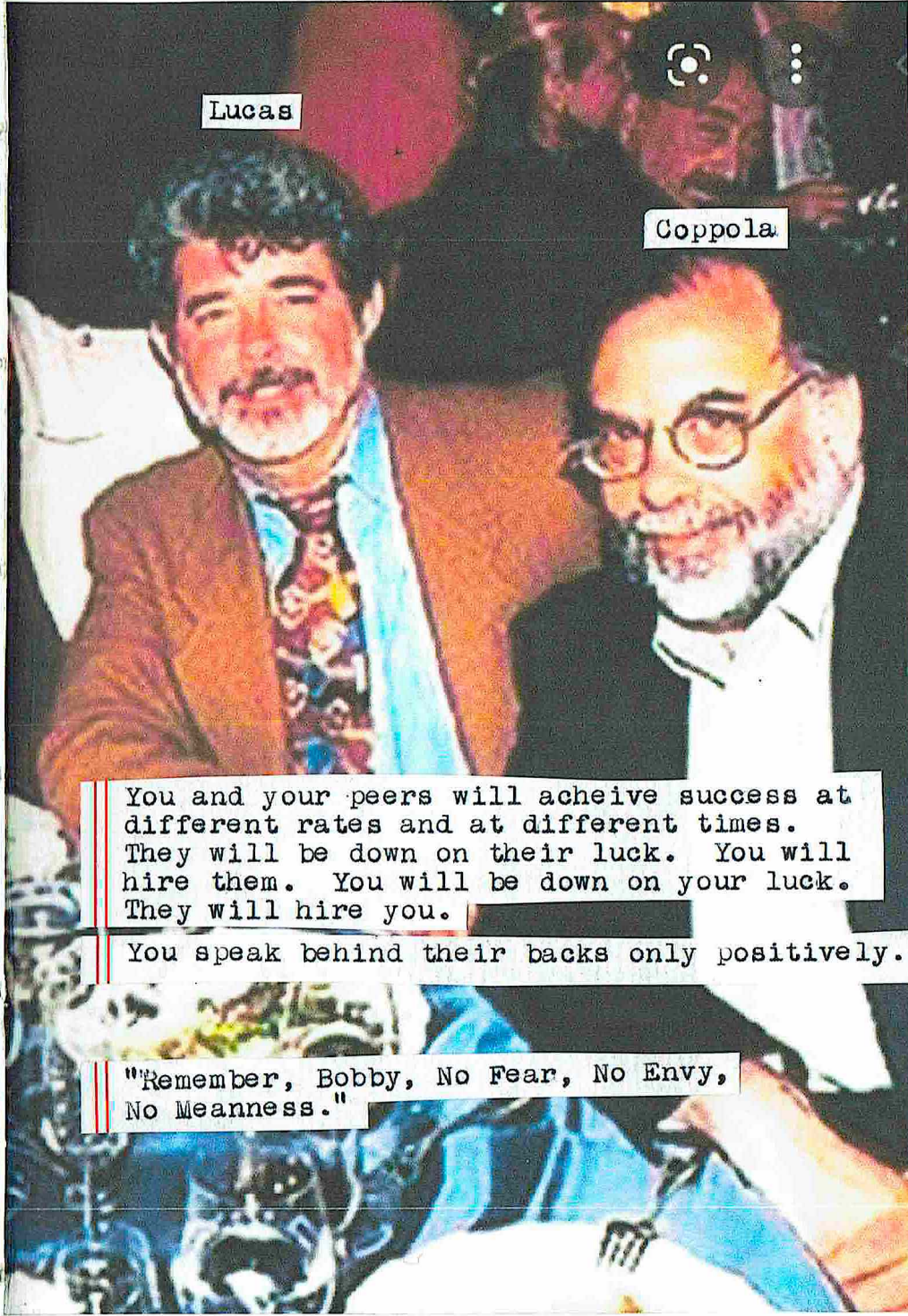
# Peers

Your peers are your friends within your work. You love your peers. You cheer for your peers. You support your peers. When they are celebrated, you celebrate loudest.

You attend their premiers. You attend their openings.

When you see their car or motorcycle parked in the wild, you leave them a note.

You bid them farewell with, "Goodnight, brave soldiers!"



Lucas

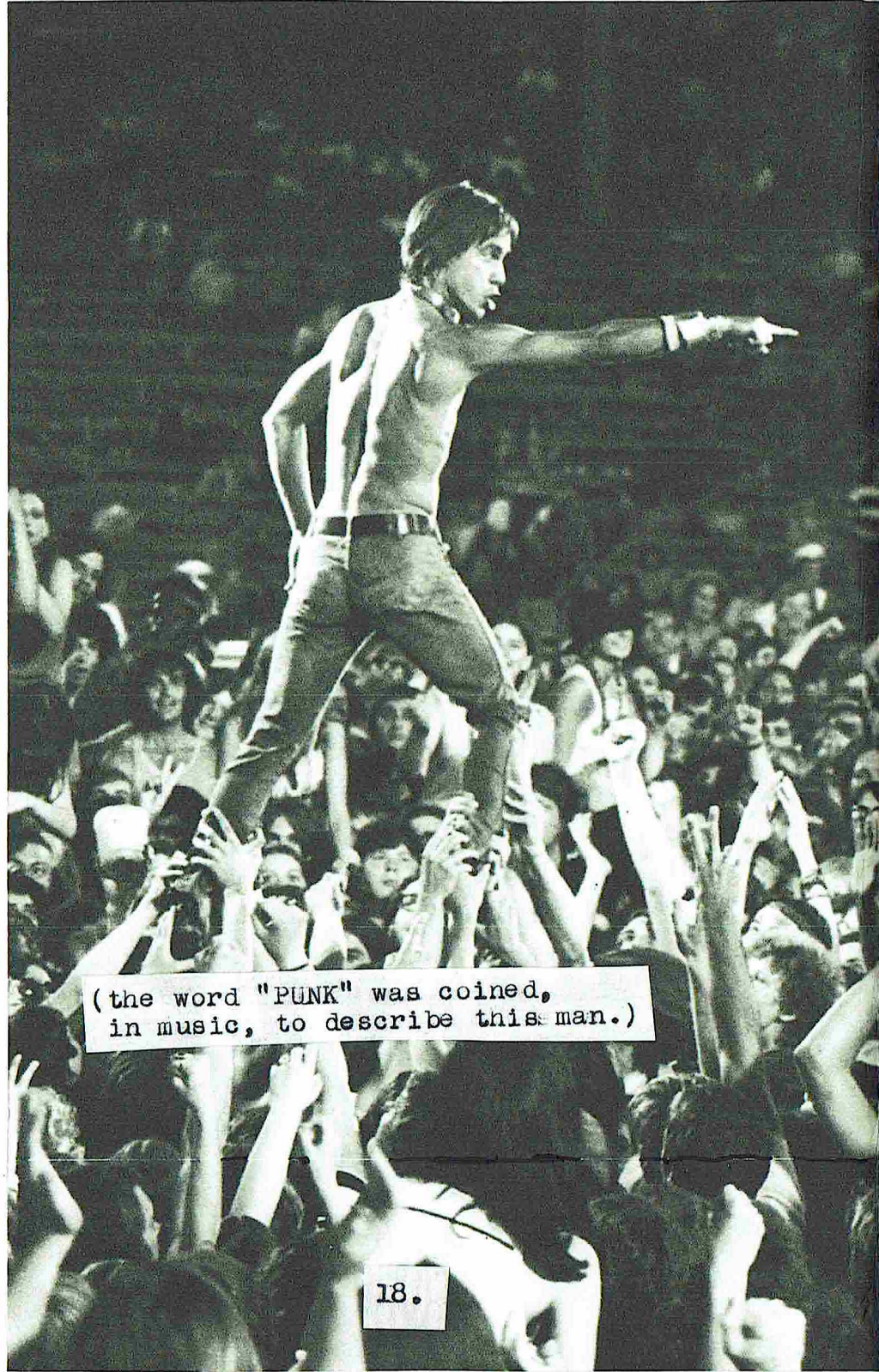
Coppola

You and your peers will achieve success at different rates and at different times. They will be down on their luck. You will hire them. You will be down on your luck. They will hire you.

You speak behind their backs only positively.

"Remember, Bobby, No Fear, No Envy, No Meanness."





(the word "PUNK" was coined,  
in music, to describe this man.)

# Success

Here comes success. Here comes your car.

I am successful, but I don't FEEL successful.

I-know I'm successful because friends and  
strangers tell me so.

I-just feel very busy.

At a dinner with the mother-in-law of a  
VERY successful person I know, right  
when I started the Spirited Man youtube  
channel, this mother-in-law told me about  
an occasion where she witnessed a fan of  
her son-in-law approach him and ask for  
a selfie. To which the famous, successful  
son in law, in the eyes of the Mother-in-  
law, acted ungraciously.

After the encounter, and out of the sight  
of the fan, the mother-in-law said to her  
son-in-law,

"Don't you ever let me see you do anything  
like that again. These people are the  
REASON you can live the life that you live."

And that matriarch's tale, like The Meeting  
With The Goddess in the Hero's Journey, has  
had a deeply profound effect on me.



# PAUL FUSSELL

AUTHOR OF **BAD OR, THE DUMBING OF AMERICA**

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20.

—CHICAGO SUN-TIMES

IX

## The X Way Out

What about us, indeed? What class are we in, and what do we think about our entrapment there? A useful exercise is to ask of Amis's poem, what class is the speaker in it? Not a prole, we know, because his grammar is unexceptionable. Not middle-class either, because he notices that something's deeply wrong with the public architecture of Aberdarcy and has no fear of starting controversy by criticizing it. And he can't be upper-class because he's speaking in verse, which requires talent, learning, and effort. His sharp eye, satiric humor, and complex comic sympathy for poor middle-class Evans and Mrs. Rhys, in addition to his artistic sensitivity, suggest a special identity. Let's say that the speaker is not in a class at all but is rather a member of category X.

"X" people are better conceived as belonging to a category than a class because you are not born an X person, as you are born and reared a prole or a middle. You become an X person, or, to put it more bluntly, you earn X-personhood by a strenuous effort of discovery in which curiosity and originality are indispensable. And in discovering that you can become an X person you find the only escape from class. Entering category X often requires flight from parents and forebears. The young flocking to the cities to devote themselves to "art," "writing," "creative work"—anything, virtually, that liberates them from the presence of a boss or supervisor—are aspirant X people, and if they

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