

**Fake It
'til You Make It**
*in Work, Love,
and Life*

THE
Bullsh*t
Artist

Learn to **Bluff, Dupe, Charm,**
and **BS** with the Best of 'Em

"I definitely saw that
ending coming. It's a
post-modern work
after all."

PAUL KLEINMAN

"It's simple really.
It's just an exercise in
supply-side economics."

"The Merlot would pair better. Its berry notes complement the dish."

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This book is dedicated to the memory of my father.

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Introduction

When it comes to information, there is a lot to take in. In a world dominated by twenty-four-hour-news channels (bullshit), pornography (bullshit), and Miley Cyrus (bullshit voice of an angel), information practically suffocates us at all times of the day. It's impossible to know everything on any given subject. But frankly, it's not about what you know, but what you don't know. And more importantly, how you react in circumstances when you *need* to know what you *don't* know. You don't have to throw in the towel once you feel you don't have anything to contribute to the conversation. What you do is bullshit.

And it's not as simple as it sounds.

Good bullshit is like a fine wine. As it matures, it gets better. It shouldn't stay bottled up forever and it shouldn't come spilling out. After the right amount of time, the perfect amount should be poured and sipped casually. And like any good art, bullshit takes practice to get perfect. This book should serve as a mentor so that you too can become a Bullshit Artist.

Let's say you're meeting your girlfriend or boyfriend's father for the first time and you want to make a good first impression. It turns out he's a World War II buff and history wasn't exactly your strong suit growing up. You might have difficulty holding a conversation with him—unless of course, you can think on your feet.

Or maybe you've finally summoned enough courage to talk to that hot girl across the bar and it turns out she's completing a master's in philosophy and has a soft spot for David Hume. Guessing you don't have a clue who the guy is, but you don't necessarily have to know about Hume to make her *think* you do.

The thing is, if you want to be successful in this world, you don't actually have to walk the walk, but you've definitely got to talk the talk. And in order to do so, it's going to take some training. We're talking mental training here, Rocky, so put down the jump rope and Icy Hot. You can't be expected to know everything, but you can certainly fake it so people think otherwise.

So consider this your new Bible. Study it, learn it, and master it. This book will teach you everything you need to know in order to bullshit like the best of them. You'll get a

rundown of various bullshitting techniques, along with helpful tips and pointers that just
might save your ass one day.

But enough with the introductions—let's get started. You know, I'm sensing a little
tremble in your hand. Maybe you should keep the Icy Hot out just in case.

"Her poetry practically
brings me to tears."

"Trust me, as long
as you diversify
your investments,
you'll be fine."

"The loose brush strokes are
what make this a truly classic
work of Impressionist art."

The Art of Bullshitting

"Have I read it? I don't think there's a Post-Victorian Gothic book I haven't read."

"Oh my God, I love country music too!"

"I couldn't agree with you more. The true question is whether the Electoral College is even needed at all at this point."

"That's so interesting. I've always found the Russian Split Jump to be one of the more impressive moves in figure skating."

Chapter 1

On the Origin of Bullshit

“Bullshit is truly the American soundtrack.”

—GEORGE CARLIN

Bullshit can be tricky. You can break bullshit down into two different types: Successful Bullshit and Spewed Shit. There’s a fine line between bullshitting and just spewing shit and you need to know the differences between the two so you can pull off the former and avoid the latter.

What the Hell Is Successful Bullshit?

Successful Bullshit is the process of talking insincerely on something about which you honestly have no idea. A misrepresentation? Sure. Effective? Definitely.

Let’s take a look at an example.

Eric sees a smoking-hot brunette across the café. He is instantly smitten and decides he has to make his move. As he approaches, he notices she is reading a Nicholas Sparks novel. Eric sees his chance. Although he’s never read a page of *The Notebook* or any of Sparks’ other books, he’s heard of the guy, and if he plays his cards right, they could potentially spend some “nights in Rodanthe” together.

Eric pretends to bump into the reader, named Lindsay, by accident. Executed perfectly. He apologizes, and as he does, he can’t help but notice she is reading his “favorite” Nicholas Sparks book. What a coincidence, huh? Eric talks to her about how poetic Nicholas Sparks’s writing is, and how last winter he curled up next to a fireplace and read that book in its entirety in one sitting. And yes, he admits, he shed a tear or two. He asks her, “Where are you in the book?” And when she tells him, he says, “Oh, I love that part. But I won’t give anything away. It’s too good.”

A few hours pass and Sparks hasn’t been mentioned since the initial encounter. The two exchange information and plan to meet up later that night. Eric succeeds in winning the

girl. And it's all thanks to Nicholas Spar—bullshit. It's all thanks to bullshit.

You see, with Successful Bullshit, even if you have little or no foundation to work from you speak as if you do. And here's the important part about Successful Bullshit: done right it works. It really works. You get away with it. And best of all—you come out looking like an expert.

Before we go any further, a warning is in order: bullshit is a lot like fire. Fire can do amazing things. It can keep you warm, cook your food, help you create tools, and even transform into energy. But fire can also be very dangerous. It can burn you, destroy your home, and melt your Rod Stewart collection (sorry, Dad). You've got to learn how to use fire to your advantage and keep it at bay. Bullshit is no different. You have to be in control of your bullshit and not let your bullshit control you.

Spewed Shit

To put it simply, Spewed Shit, or failed bullshit, is nonsense. It can be an obvious lie you get called out on, or it can be bizarre rambling that leaves others speechless (and not in a good way). This might sound complicated, but it isn't. Think about all the times you've said something, your friend replied, and you've yelled back to him, "Bullshit!" This is failed bullshit. He wasn't bullshitting. He was spewing shit. And there's a big difference.

HISTORICAL MOMENT OF SPEWED SHIT

JANUARY 26, 1998, PRESIDENT BILL CLINTON

WHAT HE SAID: "I did not have sexual relations with that woman, Miss Lewinsky."

WHAT HE WAS THINKING: *Except for those nine debriefings.*

How to Avoid Spewing Shit

You don't want to weave a web so thick that you get caught in it. You never want someone to know that you're bullshitting them. Return to the idea of fire for a moment and think of the pyromaniacs. They do stupid things like turn forests into giant balls of flame and videotape themselves in the act. Don't videotape your bullshit in the woods. Don't do things to get yourself caught. If you're caught, you've failed.

Steer clear of this failed bullshit in every way. This book isn't a guide to help you sound like a jackass. It's meant to help you succeed. You need to use your bullshitting powers for good, to help better yourself, and to get ahead.

To further understand just how detrimental spewing shit really is, check out this classic.

The Boy Who Cried Bull—a Lesson in Spewing Shit

Colin is a manly man. Correction. Colin wants people to *think* he is a manly man. No matter where Colin goes, if women are around, he has his go-to story. Colin's bullshit takes him back to the "good old days" where he was a star football player for the State University. Of course, Colin never played any football for any university and barely graduated from college, but what woman at this bar is going to know that?

He finds his target. She must be from out of town because he's never seen her before and he's somewhat of a regular around here. Within seconds, he approaches her and starts on about his days at State and how much he misses the game. Yep, he fancies himself something of a celebrity around these parts. It's all standard Colin (or so everyone inside the bar seems to be saying to each other in between bouts of laughter). Colin barely even looks up from the floor as he recites his tale practically from memory.

Not surprisingly, the woman doesn't show much interest in what he has to say, but hey, Colin keeps offering to buy drinks, so she'll put up with it a little longer. As he blabbers on, she whips out her phone and texts her friends. Eventually the drinks don't seem worth it anymore, and she asks her friends to come over and save her.

Her friends soon join in the conversation and they start asking Colin questions about his playing days. Colin seems to stumble over every answer and can't quite make a coherent sentence. The questions keep coming and Colin is far too deep into his bullshit to turn back now. He doesn't want to look like a loser in front of this girl or her friends, so he continues trying to answer in between the frequent "Ums" and "Well, uh, let me think." Soon, Colin notices lights all around him.

As Colin looks to his left and to his right, he sees phones of all shapes and sizes illuminating the women's faces. The women type away until suddenly one phone shines on Colin's face. The woman he is trying to entice holds her phone in front of Colin and asks, "If you played, how come I can't find information on you anywhere online?"

Colin opens his mouth, but words won't come out. His eyes quickly dart around the room and he appears visibly nervous. The questions continue. "What game did you say you scored that winning touchdown?" "Where were you playing?" "Who did you pass the ball to?" By the time he's able to think of something, the women are gone. Colin's bullshit has left him with sweat on his face and a hefty bar tab. As he looks around, he sees everyone else at the bar laughing and lots of eyes rolling. This indeed was standard Colin—and a perfect example of failed BS.

At some point, things can start getting a bit tricky. You see, sometimes seemingly Successful Bullshit can actually devolve into Spewed Shit. You want to make the other person eat out of the palm of your hands. But if you go overboard with your bullshit, they'll start to suspect something is up. Even worse, you might start to lose control of your own BS and not be able to backtrack. Think back to Colin. He dug himself into a hole so deep he couldn't climb out, even if someone handed him a ladder. His bullshit took on a life of its own and he lost control.

Remember: a successful bullshitter never loses control of his bullshit.

Your bullshit is like a game of chess. You've got to be strategic about where and how you place your pieces. Train yourself and focus on being smart with your bullshit. Don't be foolish or sound like an imbecile or it will be check and mate.

While examples abound in history of unsuccessful bullshitters, it proves much more difficult to uncover examples of raw bullshit ability. This is because real bullshitters don't get caught. They never let you know they are bullshitting you. After all, if you get caught you're just a liar. A person has to be a true master in the art of bullshitting to be able to get away with it successfully.

Successful Bullshitter: Frank Abagnale, Jr.

Most of you probably know of Frank Abagnale, Jr., the real-life character Leonardo DiCaprio played in the film *Catch Me If You Can*. This impostor and con artist managed to pass \$2.5 million worth of forged checks in twenty-six countries and take on eight separate identities including airline pilot, doctor, and lawyer. After he finally was caught, he was released fewer than five years into his prison sentence and went to work for the very people who put him in jail. Later, he became a security consultant and founded Abagnale & Associates. Today, Frank Abagnale, Jr., is a legitimate millionaire and helps stop the same kind of fraud he used to commit. As if that weren't enough, the film of his life story was the eleventh-highest grossing film of 2002. Not too bad for a bullshitter.

Shit Spewer: James Frey

In 2003, James Frey's book, *A Million Little Pieces*, hit the shelves. The book, a memoir about the author's personal struggle with his addiction to drugs and alcohol addiction and the rocky road to recovery, made the cut for the Oprah Book Club in 2005. Soon, it was at the top of the bestselling charts, number one on Amazon.com, and sold more than 3.5 million copies. Following Frey's appearance on Oprah during which he discussed his book (and subsequently made the Queen of Talk teary-eyed), the website www.thesmokinggun.com started an investigation on the "facts" found in the memoir.

Frey's lies began to unravel when folks discovered that much of the book had been embellished or fabricated. Among other things, Frey claimed to be inside of a train during an accident that left two women dead and claimed to have spent 83 days in jail when in reality he only spent a few hours in prison. The next time Frey appeared on *Oprah*, she was much less amicable and the author admitted to his lies. James Frey broke the number one rule of bullshitting: Never make your bullshit so extravagant that it sounds too good to be true. But maybe more importantly, never—and I mean *never*—bullshit Oprah.

Pop Quiz!

Don't you hate how textbooks have questions at the end of each chapter? It seems so demoralizing. It's almost as if to say the author has such a lack of faith in the reader's ability to comprehend things that he needs to trick the reader to see if he or she was actually paying attention. Now then, let's take a look at a sample question to see what you've learned so far.

SAMPLE QUESTION:

Monty graduated at the top of his class from Harvard Business School. Today, he has a job interview with a major corporation. Monty really wants this job. He sits in the waiting room until finally he hears his name. The receptionist tells him someone will be in shortly and to take a seat inside the office. As he sits, he notices something on the interviewer's desk. It's a playbill from the show *Wicked*. Monty hasn't seen *Wicked*, and frankly, doesn't think too highly of musical theater as a whole.

Now what, in this situation, would be considered Successful Bullshit?

- A. This question.
- B. Monty's ignoring the playbill on the desk, and going right into a discussion of his resume.
- C. Monty's mentioning notice of the playbill, and telling the interviewer he never cared much for musicals.
- D. Monty's mentioning notice of the playbill, and then telling the interviewer, "I've heard great things about *Wicked*. Did you enjoy it?"

The correct answer is D. Despite Monty's distaste for musical theater, he feigns an interest in order to set a friendly and engaging tone, thereby starting his interview on a much higher note (no pun intended).

Now what about those times when there isn't a playbill right in front of you? What about those times when you need to pull something out of thin air? The second half of this book provides you with quick and easy references for situations where you'd otherwise be

clueless. That way, all you'll need to do is throw in a sentence here and there, and let the other person do the talking. You'll get enough information to seem like you know what you're talking about—and the others will be none the wiser.

QUESTIONS TO ASK YOURSELF:

- What is Successful Bullshit?
- What is Spewed Shit?
- Can you think of a successful bullshitter that you know? What does he/she do well?
- Can you think of a failed bullshitter? What went wrong?
- Why the hell was *Cats* so successful?

Good bullshit is all about survival of the fittest. Over time, if you use the right tools and train yourself, your bullshitting capabilities will evolve. And I'm not bullshitting you.

Chapter 2

Why Bullshitting Works

“Honesty is for the most part less profitable than dishonesty.”

—PLATO

“We want people who hate to lose, like myself.

Now marinate on that.”

—SNOOP DOGG

If you’ve picked up this book, you probably already know bullshitting works. But why does it work? Why does bullshit, if done correctly, help you succeed?

The answer is simple. Bullshitting works because it lets you get away with your lies. Operating under false pretenses opens the door to conversations you never before would have thought possible. The truth is frequently a dead end. However, if you can manage to manipulate the truth to your advantage, the world is an open road and you’re at the steering wheel. Buckle up, because from here, the possibilities for success are limitless.

Success is a powerful motivator. It can take many forms—financial, creative, romantic, or personal success—and the list can go on and on. To be a true Bullshit Artist, you must have an inner drive to succeed. Take a look at the quotes at the beginning of this chapter. Plato really taps into the reason bullshitting works so well. “Profitable” here does not necessarily have to be monetary—it can take any form you desire. And if one of the greatest thinkers of mankind is saying dishonesty is profitable, you’d better listen.

Mr. Dogg’s take on success is also full of insight. Successful people hardly ever lose, and when they do, they know how to use it to their advantage. They are winners by definition and that’s exactly what you want to be. To be a successful bullshitter, losing can’t be an option. You should want to be successful and you should want to win. You should hate losing, and if you’re caught in your bullshit, losing is exactly what you’ll be doing. So please, do as the man says and marinate on that. It’s what’s best for you.

Here’s another way to think about why bullshitting works: You start out at point A and

need to get to point B as quickly and efficiently as possible so you decide to take a shortcut. Successful Bullshit is the shortcut.

Here's the breakdown:

Point A = Your starting point

Point B = Your goal or some sort of success (i.e., the desired end result)

Point A to Point B = The distance you must cover to achieve your goal

Bullshit = The shortcut

Bullshit is a tool that shortens your path to success by cutting down on your travel time. It is the way you can arrive at Point B faster without having to get caught up or bogged down with everything you would normally have to do (or learn, or know).

In most cases, you can see true success. When you were in school, you got gold stars and letter grades that showed your progress (= visible proof). A baseball pitcher reveals his ability by firing a ball at 100 miles per hour into the pitcher's glove (= visible proof). Good actors can really convince you they are the person they are portraying (= visible proof). A great architect's creation leaves you speechless as you stand before it (= visible proof).

Bullshit is different. There is no round of applause, no A+, no points on a scoreboard. If you're looking for kudos and a pat on the back for your excellent bullshit, sorry pal, but you're shit out of luck.

There are no bragging rights. You see, your Successful Bullshit has to be internalized. Otherwise you've let everyone in on the hoax, turning all of your hard work into Spewed Shit. That's not something a Bullshit Artist can afford.

This is not to say successful bullshitters don't have anything to show for their hard work. On the contrary, successful bullshitters have everything to show for their efforts. They have reached the goal they set out to accomplish, just without the "Good jobs" or "Atta boys." If you really need acknowledgment, pat yourself on the back when no one is around. Other than that, keep it to yourself.

Now, you might find this a little surprising, but your bullshit is only as good as you make it. The good news? If you continue training, your BS can always improve. In the next

chapter, you'll get tips and exercises to help you hone your skills. Before we go there you've got to know what it takes to be a successful bullshitter.

THE CHARACTERISTICS: A SUCCESSFUL BULLSHITTER IS:

1. Imaginative
2. Ballsy
3. Calm
4. Sly
5. Articulate
6. Confident
7. Charming
8. Attentive
9. Dishonest
10. Cautious

To better understand these qualities, first take a look at the following example.

David Versus the Goliath Assignment

David has to give a presentation to his boss in four hours. He was going to start preparing for it when it was assigned weeks ago, but he got too swept up in his fantasy football team ... and reading about how to play guitar ... and learning Spanish ... and then there was that *My Super Sweet 16* marathon.

David should be feeling pretty screwed right now, but he's as cool as a cucumber. He shows up at his boss's office, and is greeted with the usual, "Ah, David. How is my star performer today?" In a corporation of 200 employees, David has made a name for himself. He has sat in on numerous presentations and meetings, participating frequently. David discovered early on that if he spoke up enough, not only would he not have to work as hard, but he'd get the attention of the higher ups (and get them to *think* he was working hard).

David isn't his same old chatty self in this meeting, however, and his boss asks if everything is all right. That's when David goes in for the kill. He tells his boss about a dilemma he's been having with the presentation. Even though he started it weeks ago, David explains, he keeps changing his mind on how to approach it. He brings up some ideas (the few he paid attention to), and then says how he just doesn't think his presentation is reflective of his capabilities or the quality of work he's produced all year.

He tells his boss it's been worrying him to the point that he has actually been missing sleep for the past week and feels exhausted both mentally and physically. David appears nervous, but he is very clear and precise when he speaks to his boss. David sees concern in his boss's face, and then does something unexpected. David stands up, thanks him for his time, and begins to leave.

As he starts for the door, his boss stops him. "Hey, David." David turns around slowly. Here it comes. "Why don't you take a few days and hand it to me when you're ready?" David acts surprised by this. "No, I couldn't. That wouldn't be

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