

CHRIS BLACK

I KNOW YOU  
THINK  
YOU KNOW  
IT ALL

ADVICE AND OBSERVATIONS FOR YOU TO  
STAND APART IN PUBLIC AND ONLINE

NO. 1

NEVER TAKE YOURSELF TOO SERIOUSLY.

NO. 2

TRY DRUGS, BUT NEVER METH OR HEROIN.

NO. 3

DON'T FEEL LIKE YOU HAVE  
TO GO TO COLLEGE.

NO. 4

SOME PEOPLE JUST HAVE LOUDER  
INSIDE VOICES.

NO. 5

BE LESS CONCERNED ABOUT GETTING CREDIT  
AND MORE CONCERNED WITH THE QUALITY  
OF THE WORK.

NO. 6

THERE'S NOTHING WORSE  
THAN A RICH GUY WHO LOVES NERD CULTURE.

NO. 7

YOU CAN'T HANG POSTERS  
ON YOUR WALLS AND CALL  
IT "ARTWORK."

NO. 8

A PLAYOFF BEARD ISN'T GOING TO  
HELP YOUR TEAM WIN.

NO. 9

WATCHING BASEBALL OR SOCCER ON TV  
SHOULD BE CONSIDERED A FORM OF TORTURE.  
HOW DULL IS THE REST OF YOUR LIFE?

NO. 10

ALWAYS HANG OUT  
WITH PEOPLE MORE  
TALENTED THAN YOU ARE.

NO. 11

EVERYBODY NEEDS TO MAKE  
A CONSCIOUS EFFORT TO STOP SAYING  
"LIKE" ALL THE TIME.

NO. 12

SENDING WORK EMAILS  
LATE AT NIGHT MAKES YOU SEEM  
LIKE A CRAZY PERSON.

NO. 13

NO MATTER WHERE YOU ARE, DON'T FORGET  
WHERE YOU CAME FROM.

NO. 14

"WE" CAN'T BE PREGNANT.  
ONLY SHE CAN BE PREGNANT.

NO. 15

DON'T SHOP ANYWHERE YOU WOULDN'T WANT  
TO BE SEEN CARRYING THE BAG.

NO. 16

AT LEAST ONCE EVERYONE SHOULD BE THE  
PERSON WHO ENDS A TOAST WITH "SORRY."

NO. 17

NO MATTER HOW MUCH MONEY YOU HAVE,  
EXOTIC ANIMALS SHOULDN'T BE PETS.

NO. 18

IT'S OK TO LIKE A WHITE FEMALE RAPPER,  
BUT UNDERSTAND IT'S A NOVELTY.

**"BEING FEARLESS OF FAILURE  
ARMS YOU TO BREAK THE RULES.  
IN DOING SO, YOU MAY CHANGE  
THE CULTURE AND JUST POSSIBLY,  
FOR A MOMENT,  
CHANGE LIFE ITSELF."**

**—MALCOLM MCLAREN**

NO. 350

IF SETTING YOUR FRIENDS UP  
ON A DATE HAS THE POTENTIAL TO BACKFIRE  
ON YOUR LIFE, DON'T DO IT.

NO. 351

THE HANGOVER CURE  
TRIFECTA: WATER, WEED,  
AND XANAX.

NO. 352

WHY ARE YOU USING TUMBLR TO ASK FOR LIFE  
ADVICE FROM AN ANONYMOUS PERSON?

NO. 353

YOU CAN'T UNFOLLOW EMAIL.

NO. 354

NO MATTER HOW UNCOOL YOU THINK  
IT LOOKS, WEAR EARPLUGS WHEN YOU'RE  
AROUND LOUD MUSIC.

NO. 355

CELEBRITIES BEING OBNOXIOUS  
IS NOT NEWS.

NO. 356

LISTENING TO RADIOHEAD IN A COFFEE SHOP  
IS TOO PREDICTABLE.

NO. 357

PEOPLE WHO BOARD AN AIRPLANE  
WITH NO CARRY-ON ITEMS  
ARE EITHER A SERIAL KILLER OR A GENIUS.  
THERE IS NO IN-BETWEEN.

NO. 151

SOMETIMES IT'S OK TO SEE THE RED FLAGS  
IN A RELATIONSHIP AND ROLL WITH IT FOR  
A WHILE OUT OF AMUSEMENT—JUST DON'T  
STICK AROUND FOR TOO LONG.

NO. 152

A FOOD TRUCK IS NO PLACE  
FOR A FIRST DATE.

NO. 153

TAKE "BARKEEP" OUT OF YOUR VOCABULARY.

NO. 154

JUST BECAUSE ONE APPEARS ON  
A TV SHOW OR IN A MOVIE DOES NOT  
MAKE THEM A CELEBRITY.

NO. 155

EVEN IF YOU'RE NOT A BIG DRINKER,  
EVERYONE SHOULD GET DRUNK AT A WEDDING.

NO. 156

THERE'S NO SHAME IN GOING TO THE MALL.

NO. 157

"RISE AND GRIND" DOESN'T MAKE ME  
THINK YOU'RE WORKING HARD, IT MAKES ME  
THINK YOU'RE A MORON.

NO. 158

NEVER FACETIME IN PUBLIC.

NO. 159

TO SEE WHAT AMERICA IS TRULY LIKE  
YOU HAVE TO WATCH *THE BACHELOR* AND *COPS*.  
LOS ANGELES AND NEW YORK ARE NOT REAL.

**"YOU'VE GOT TO HAVE STYLE  
IN WHATEVER YOU DO—WRITING,  
MUSIC, PAINTING, FASHION,  
BOXING, ANYTHING."**

**—MILES DAVIS**

NO. 248

MAKE FRIENDS WITH PEOPLE  
WHO DON'T HAVE THE SAME  
OPINIONS AS YOU.

NO. 249

BE CAREFUL WHEN EMULATING FAMOUS  
MUSICIANS. SOME CLOTHES ARE ONLY MADE  
FOR A STAGE.

NO. 250

WHEN IN AN ELEVATOR DON'T TALK TO  
ANYONE YOU DON'T KNOW.

NO. 251

"EXILE ON MAIN ST.": PERFECT FOR ANY OCCASION.

NO. 252

"BINGE-WATCHING" IS NOTHING  
TO BOAST ABOUT. IT'S NOT A RACE.

NO. 253

LIVE THE DREAM. SPEND MORE ON ROOM  
SERVICE THAN YOU DID ON THE ROOM.

NO. 254

SELF-AWARENESS IS AS IMPORTANT AS SKILL.

NO. 255

THINK BEFORE YOU HASHTAG.

NO. 256

THEY'RE NOT "SHORTS"  
IF THEY GO BELOW YOUR KNEE.



NO. 291

AT THE VERY LEAST, MAKE EYE  
CONTACT WITH SOMEONE BEFORE YOU  
START DANCING WITH THEM.

NO. 292

DON'T DRIVE A HATCHBACK.

NO. 293

IF YOU HAVE TO  
TRAVEL TO FIND YOURSELF,  
YOU'RE TRULY LOST.

NO. 294

NO MATTER HOW PASSIONATE YOU ARE, DON'T  
DISCUSS RELIGION OR POLITICS WITH PEOPLE  
YOU JUST MET.

NO. 295

TAKE A BREAK FROM TALKING ABOUT  
WHISKEY AND BOURBON.  
WE GET IT—IT'S VERY MANLY  
AND SOPHISTICATED.

NO. 296

ONLY JOHNNY DEPP CAN GET AWAY  
WITH LOOKING LIKE THAT.

NO. 297

IT'S A GROUP TEXT, NOT A FILIBUSTER.

NO. 298

REMEMBER WHEN LINDSAY LOHAN  
PAINTED "FUCK YOU" ON HER NAILS  
FOR A COURT APPEARANCE?  
THAT WAS SOME SUPERSTAR SHIT.

**"IF YOU DO DRUGS,  
YOU GOT TO DO  
THE VITAMINS."**

**—GEORGE CLINTON**

NO. 358

STRIVE TO LIVE A LIFE WITHOUT PUBLIC  
LAUNDRY FACILITIES.

NO. 359

POSTING A BABY PHOTO OF YOURSELF IS  
AN OBVIOUS CRY FOR ATTENTION.

NO. 360

THERE ARE SO MANY FASCINATING  
THINGS IN THIS WORLD. MIXOLOGY  
IS NOT ONE OF THEM.

NO. 361

NEVER ASK SOMEONE TO FOLLOW YOU  
ON SOCIAL MEDIA.  
IF THEY'RE INTERESTED, THEY WILL.

NO. 362

IT'S A SAD DAY WHEN PAGE SIX  
RUNS A STORY ABOUT A DJ.

NO. 363

DON'T EVER USE THE  
WORD "CURATE" WHEN  
MENTIONING YOUR SOCIAL  
MEDIA ACCOUNTS.

NO. 364

IF YOU WATCH SINGING  
COMPETITION SHOWS, DON'T TELL  
PEOPLE THAT YOU WATCH SINGING  
COMPETITION SHOWS.

**"I SUCCEEDED  
BY SAYING  
WHAT EVERYONE ELSE  
IS THINKING."**

**—JOAN RIVERS**

NO. 406

ALWAYS BRING A GIFT TO A PARTY.  
IF YOU'RE NOT SURE,  
THE ANSWER IS ALWAYS CHAMPAGNE.

NO. 407

JUST BECAUSE YOUR FLIGHT WAS DELAYED  
DOESN'T PERMIT YOU TO TAKE YOUR SHOES  
OFF IN THE TERMINAL.

NO. 408

NEW YORK IS THE BEST AND WORST OF  
EVERYTHING ALL IN ONE PLACE.

NO. 409

WHEN BEING PHOTOGRAPHED REFRAIN  
FROM FLASHING THESE HAND GESTURES:  
PEACE, HANG LOOSE, HORNS.

NO. 410

TELLING A GIRL TO SMILE IS NOT AN  
ACCEPTABLE OPENING LINE.

NO. 411

USE WHAT YOU BUY AND DON'T BE TOO  
PRECIOUS ABOUT ANY OF IT.

NO. 412

LOOK FORWARD MUCH MORE OFTEN THAN YOU  
LOOK BACKWARD.

NO. 413

IT'S OK TO DENY SOMEONE'S FIST BUMP.

NO. 414

NO ONE LIKES  
A KNOW-IT-ALL.

I Know You Think You Know It All:  
Advice and Observations for You to Stand Apart in Public and Online

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