

2

Using the text in the ZIP, create & style webpages that imitate the textual styling of the following pages in How To Be A Boor: 2, 4, 7, 8 (yes, this means 4 webpages)

Don't worry about the headers & footers on the PDF pages

Instead, focus on the main content on each page

Since we were kids, people were very clear with us on a few important points of etiquette: Don't talk with your mouth full. Don't refuse to shake hands with someone. Don't say, "I hate it" when someone gives you a present. And never, ever talk about maggots during dinner.

Alas, your parents knew squat about email when you were growing up. They didn't hector and hassle and harass you every time you blind CGed a friend on a catty flame you sent to that girl who doesn't like you as much as she said she did. So no one taught you the stuff you will now learn. You can thank me later.

Actually, I'll thank me later. I get more than 200 emails a day, and if everyone reads this (and why shouldn't they!) my life will be better. So thank you.

Read it, memorize it, send it to ten friends.

## 3

## You don't have to have the last word.

If someone asks you for something, it's okay for them to email you a note that says, "Thanks." It is not okay for you to email back, "You're welcome."

## 4

# Don't string all your sentences together.

Use carriage returns. They're free. A well-spaced note, larded with white space, is a joy to read.

## 5

# Don't be so demanding!

Just because you're not used to the medium doesn't mean you should get all stiff or serious. Don't be more officious or formal or bossy than you'd be on the phone. Thank you.

- A. If you get a note with someone CCed, the right thing to do is hit REPLY ALL when you write back. That way, the third person gets to keep up with the conversation.
- B. The only time it's a good idea to use the BCC line is this: when you're sending an announcement to a whole bunch of people. Like, "You're invited to a barbecue at my house," or "Don't forget to vote on Tuesday!"

Why should you BCC this? Because it prevents people from seeing your whole address list. Because it means that if some idiot, some dolt, some twit who hasn't read this handy tipsheet decides to hit REPLY ALL, it won't automatically go to fifty people who couldn't care a whit about what he's bringing to your barbecue.

Thank you for your attention. Good day.

## info

#### ABOUT THIS AUTHOR

Elly Markson has had a long and successful career as a style-setter. Whether it's clothing, language or dance, Markson is often on the forefront of defining the next big thing. His fresh and uncompromising look at what matters never fails to sync with popular culture. He lives in Toronto.

#### DOWNLOAD THIS

This manifesto is available from <a href="http://changethis.com/1.HowToBeABoor">http://changethis.com/1.HowToBeABoor</a> and the following blogs:

- <u>http://www.feld.com</u>
- http://www.whatsallthisthen.blogspot.com

#### SEND THIS

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For each webpage, do the following:

For the fonts, as near as I can tell, Change This used Georgia for serifs & Interstate Light for sans-serifs

Instead of using those,
pick something similar at Google Fonts
& embed them using @font-face

On page 8, instead of using a graphic of an envelope, use a font

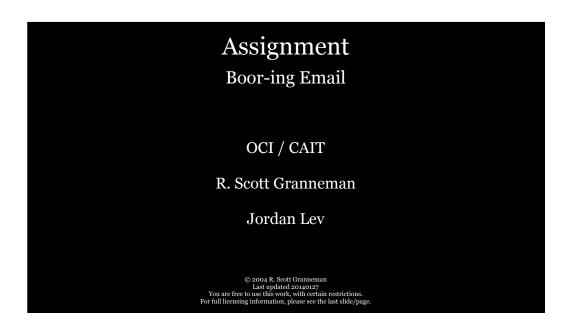
Place the icon in your webpage with this: <i class="fa fa-envelope-o"></i>

For more info, check out Font Awesome fontawesome.io

# Thank you!

scott@granneman.com www.granneman.com ChainsawOnATireSwing.com @scottgranneman

> info@jordanlev.com webconcentrate.com



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