

## INTRODUCTION TO THE BEST BOOK YOU'LL EVER READ

Dear Reader,

Jambo! If you're anything like us, and we'll assume you are because you're reading our book, you probably have a very short attention span, so we'll keep this introduction brief. But first we must commend you on already making it farther into a book than Helen Keller ever could. Nice. Apologies if that last comment was insensitive. Relax, it's not like she can see it anyway. That, however, was a test, and if we've already offended your sensibilities, we advise you to walk away. The ride toward enlightenment on which you're about to embark is not going to get any smoother.

*"I succeeded by saying what everyone else is thinking."*

*—Joan Rivers*

So what is this book? It's like a guide to everything, but really it's just all the shit that no one will say out loud. A collection of truths, if you will. As you read on, you'll find yourself agreeing that, in most cases, conventional wisdom can and should go fuck itself. For example, life is not a box of chocolates. Instead, you should give that box of chocolates to someone else to eat, learn from their expanding ass what happens to people who samples "chocolates as a hobby, and remain a size 2. Or a personal favorite of ours: A watched pot never boils. . . . Really? Um, yeah, we're fairly sure it does boil, at the exact same rate, regardless of whether you're watching. We know this because we once boiled water to clean our bong.

But the most important thing this book will teach you is in the title, Nice Is Just a Place in France. What does it mean, exactly? Simply put, niceness is boring and overrated. Girls who think that being "nice" is something to aspire to are most likely setting themselves up for a life of mediocrity, boredom, and cats. We're not saying you should be a huge bitch and never give a shit about anyone. Having friends is definitely encouraged; we even devote a whole chapter to them. We're simply cautioning you against becoming what we've dubbed the "nicegirl."

"What's so bad about being nice? Nothing. We have no problem with girls who are nice people, though we personally know only one or two. All we're saying is that you should learn to be a girl who looks out for herself first and does not allow others to take advantage of her. Ideally, you should be doing the advantage-taking. Think about it, if you were ever describing someone you really respected or admired, would you ever describe this person as "nice"? No way. You would have a list of fifty other interesting things to say about that person before you would ever resort to that word. "Nice" is what you'd call someone who's so melba you can't even take the time to think of why you don't like them. To call them dry toast would be generous, because even dry toast has flavor, whereas nicegirls do not.

The way we see it, nicegirls are a problem for the whole female gender. They perpetuate the stereotypes that women are inferior, that we're not smart or funny, and that we should stay in the kitchen while men continue running things. Sometimes this works to our advantage. For instance, we definitely don't

want to work. However, not on the basis that we're too stupid to do so; it's simply because we want rich husbands who would make that pointless.

So what does not being a nicegirl have to do with winning? The underlying principle of winning is understanding why and when you don't need to be nice, which is most of the time (unless you're talking to your dog). The reality of being a nicegirl is that you'll be pushed over, looked down upon, and considered boring. Think Anne Hathaway in *The Devil Wears Prada*. Actually, think Anne Hathaway period. Women can't win by accommodating people; we need to be decisive and know what we want and achieve it in a smart way, while putting forth minimal effort for optimal results. And that's what this book is about.

We're also not writing about the Charlie Sheen version of #winning, which is the alphamale idea of winning, also known as acting like a massive dickshit. We're talking about the female version of succeeding at life, which contrary to traditional feminist propaganda isn't necessarily synonymous with becoming your company's first female CEO. We're talking about getting what you want and coming out on top of any situation: relationships, career, friends, enemies, and all the acquaintances in between. And, of course, choosing the right Facebook profile picture. So who's the girl who's always winning? She, my frenemies, is the betch."

## SO WTF IS A BETCH?

You may not know the word, but you definitely know the girl. She's the girl who has guys wrapped around her finger, whose outfit is always perfectly conceived, and who magically accomplishes whatever she wants, whether it's getting an amazing job at twenty-two or engaged at twenty-five, and she does it effortlessly. She may seem unapproachable, but those who are lucky enough to know her are likely to claim that she's "really great if you're friends with her, but she can be a huge bitch." But unlike those girls who peak in high school, the betch is the one who always has (mostly) everything figured out, minus maybe a stomach pump or two. Everything she associates with is trendy, every guy wants to date her, and every girl wants to be her friend, but not because she's, like, kind or anything. She's edgy, speaks her mind, and commands a room just by being in it. If you find yourself smiling right now, it's either because you think you're this girl or you want to be her. And who better to tell you how than the people who like invented her?

"It's easy to confuse the word "betch" with "bitch," but make no mistake, they're vastly different. It's like how nicegirls read magazines, but you can be a not-nicegirl and read magazines. Bitches are not automatically betches. No girl wants to be called a bitch, even though she most definitely acts like one; that is, girls want to be strong, confident, not care what people say about them, and not take shit from anyone. But there has never been a word that embodies this girl. Guys are bros; they do bro-y things. Until we popularized the term "betch," girls never had a name—and no, we don't think slampiece or cumdumpster qualify. Regardless of what she says, every girl wants to be a betch, because a betch gets what she wants.

*"Men are not the enemy, but the fellow victims.  
The real enemy is women's denigration of themselves."*

*—Betty Friedan*

Betchiness is a way to succeed in the world, with a vagina, in a real way. Who are we to know anything about this? We're just a few girls who realized that there's more to life than being really, really ridiculously good-looking. (But not that much.)

## TENETS OF BETCHINESS

Betchiness is not what you have or where you're from. It's an attitude. It's a lifestyle. It's a state of mind. Betchiness comes from the inside, unlike beauty. These tenets are the major points that underlie the entire theory of winning at life. Follow them and you will achieve Zen power.

### Tenet 1: Don't Do Work—The Threshold Theory

As females, we've accepted that for the vast majority of history, society's list of expectations for our gender read as such: Reproduce. Check baby for penis. If none, reproduce again. Repeat. Obviously, things are different now that women sometimes get jobs or like get elected prime minister or whatever. Go ahead and do those things if you so desire, we're clearly supportive of power.

However, it's important to realize that as a woman, you have the special privilege of not needing to work as hard as men do—in the general sense—unless you want to. The truth is that men pretty much gave up their right to demand we do anything, if you consider that for most of human existence, society ran pretty smoothly without our involvement. We don't have to be the breadwinning gender if we don't want to be, and we are fucking happy about that.

*"If you always do what interests you, at least one person is pleased."*

*—Katharine Hepburn*

Don't get us wrong, we're definitely progressive and want our shit-talking voice to be heard. We're just saying it's perfectly okay to let men believe they are superior beings without whom civilization would crumble. Regardless of whether you agree, this ego boost is exactly what they need to do things for you (e.g., pay for dinner, overachieve on work projects, propose marriage).

When it comes to most things, it's okay to let other people, especially men, do things that you are too lazy to do for yourself. This leaves you with more time and options to choose what you want to do. That's the freedom in being female.

*"The English language is all about subliminal domination . . . semen to ovaries. That's why I'm petitioning to have next term be referred to as winter o-ves-ter."*

*—That lesbian from Legally Blonde*

So how do you determine the right balance of effort to put forth to get what you want? The Threshold Theory, obvs. We fortuitously arrived at this theory as a result of being high in Barnes & Noble one time, when we accidentally skimmed through The Tao of Pooh, and holy shit, did we see the light. The Taoists say (or at least from what we remember) that inaction is the best form of action. It's called wu wei. Look

it up. Anyway, we decided to apply this philosophy to our lives. From that point forward, whoever was the most bothered by the weed ashes and sticky shot glasses on our kitchen counter would be the one to clean it up.

*"Govern a great nation as you would cook a small fish. Do not overdo it."*

*—Lao Tze*

The Threshold Theory essentially means that the person who most wants the metaphorical apartment to be clean will clean it up. Think of life as an ongoing auction, and whoever wants something most desperately will be the one who puts forth the effort to get it. Why is this meaningful? Because the key to getting people to do shit for you is to care less (or appear to care less) than others.<sup>1</sup> If you find yourself caring about something, just remind yourself that you don't need to give a fuck. Caring is for nicegirls.

*"Generally speaking, anybody is more interesting doing nothing than doing anything."*

*—Gertrude Stein*

For example, if you want to hang out with a guy, let him contact you. If you want to get an A on your group project, be in the group with the bitch who turned down Princeton. If you want an iced coffee, order delivery. Point-blank, chill out. Don't be too aggressive about things unless they're really meaningful to you, and don't be afraid to let other people do shit for you. You don't even need to worry that you're taking advantage. Phoebe Buffay taught us that there's no such thing as a selfless good deed, so anyone who's helping you is most likely helping themselves in some way, whether or not this is clear to you. Just go with it and let the chips fall where they may into your handbag. Your goal should always be to achieve the maximum result with the least effort; whether it's through manipulation or taking advantage of an opportunity. (See: sex tapes, Kardashians.) Always remember that less is more, unless you're talking about shots.

## **Tenet 2: Don't Be Weak**

Perhaps the biggest generalizations that people make about the female gender are that women are weak and can't make decisions and cry too much. We'll start off this tenet with a true story. While sitting in a class about diversity in college, the Japanese-American-MeltingPotOfRaces professor proclaimed that at the current rate, it would take two hundred years for there to be an equal ratio of male and female CEOs in the workforce. Upon hearing this, some bitch sitting next to us burst into tears. The worst part was that Melting Pot was all, I completely understand why you're crying over this. But we were just like, U mad?

*"Any woman who understands the problems of running a home will be nearer to understanding the problems of running a country."*

*—Margaret Thatcher*

This story demonstrates the very essence of why two hundred years is too soon. Granted, the girl was probably on her period, but the fact that she was moved to tears by data she didn't like is the precise reason why it will take at least two centuries for an equal number of women to finally get the chance to write one of those cute little IPO letters. Women who whine about the glass ceiling are not just part of the problem, they are the problem. Any time an aspiring female CEO cries, an actual female CEO gets hit by a bus. Tears are like lies. The more you use them, the less they're worth. The moral of the story is: STOP FUCKING CRYING.

*"You want some respect? Go out there and get it for yourself."*

*—Don Draper*

Here's why: weakness = death. The weaker you are, the less likely you are to get where you want to be. Whether it's in a relationship or career, the amount of abuse you will or won't take from other people will have a direct effect on your success in anything. If you take shit from a guy you're hooking up with, you're never going to date him. If you take shit from your coworkers, you're never going to get promoted. If you take shit from your parents, your sibling will get the better half of the estate.

### **Tenet 3: Image Matters**

We'll keep this one short because we dedicate an entire chapter to image, but for now we'll say that the Spice Girls are the perfect model for the importance of image. By the time of their tragic breakup in 2001, they were all huge celebrities who could've made themselves into anything. Sporty could've been a spokeswoman for Nike. Ginger, who was all bulimic and shit, could've been a spokeswoman for L'Oréal DIY highlights or like done porn. Baby could've been in Rugrats on Ice, and Scary could've been the next Foxy Cleopatra. But the only one who actually made a name for herself post-girl band era was Victoria Beckham. Why? Because she was hot, skinny, never seemed to give a shit, and her alias, Posh, didn't suggest that she was a monster, a toddler, or an Asian seasoning.

The reason why Victoria Beckham became an icon is proof enough that the image you make for yourself means everything. Sure her cheat days consist of a fish egg and two strawberries, but if that's what it takes to be married to David Beckham and produce a litter of Anne Geddes models while never gaining a pound, so be it. The underlying reason that this all matters is that it's every woman's goal in life to have healthy and good-looking children. If you're a fat bitch with high cholesterol, do you think your husband is going to be a man with chiseled abs and the metabolism of a professional athlete? And without the sperm of said athlete, there's no chance you're going to reproduce these "golden children. Moral of the story: Don't fuck the goalie.

### **Tenet 4: Work with What You Have**

Let's say your image isn't up to societal par. Perhaps you're plagued with a semiannual goiter or whatever. In your case, the limit exists. The key here is to understand the cards you've been dealt and how far you can go with them. Assess the distance you can really "travel" in life with your goiter in tow. What can you do to make your life better? Do you get surgery? The woman who understands her limitations and asks herself these honest questions is already five steps ahead of the girl who's still wallowing in self-pity over her stage-4 rosacea. The solution is to face the reality of who you are and how you look, take the opportunities you discover, and understand how to manipulate the system.

## **Tenet 5: Face Reality and Take Opportunity**

Here's the thing about Snooki: She might be the weirdest-looking human you've ever seen, but she's debatably one of the most cunning opportunists of the past ten years, after Kris Jenner of course. We're not calling Snooki a bitch necessarily, but think about this, where was Snooki going if she hadn't been on Jersey Shore? She's an adopted Chilean girl who's not even five feet tall, from a trashy place, and yet every single person in America knows her name. The bitch branded herself as the little meatball that could. And that's why no other cast member on that show is paid more than she is. You may laugh that we're seriously using Snooki as an example, but just because her goals are not the same as your own, the lesson lies in what she did with the image she had. Like, if you were a Jersey Guido, wouldn't you want to be the best and richest fucking Jersey Guido ever? Moral of the story: If you're uneducated, look out for MTV casting calls.

## **Tenet 6: Manipulate the System**

Make fun of the Kardashians all you want, but Kris Jenner has essentially manipulated the entire world into becoming obsessed with her family's every move. Armed with only a sex tape and a marital bond to a tight-faced Olympian, the family used what they had to become an American dynasty.

When the Kardashians became a sensation, Kris Jenner was "already well past her prime, but she clearly realized that by using her Armenian offspring as pawns in her family drama, she could create an empire.

You may protest that Kris Jenner single handedly caused America's demise and her family embodies everything that's wrong with our generation, but you're not going to improve your own life with that attitude. Think about it, you're complaining about America, but you're still living here and that's not going to change. If you hate it so much, then leave. Oh, wait, you probably can't, because you don't have enough money or employment mobility or general options to go elsewhere. But guess who does: the fucking Kardashians.

You can argue that it's only because they're privileged rich kids whose mom got them a reality show, and that's true. But had they not handled their situation so well, they could've easily gone down the well-blazed trail of Lindsay Lohan, Courtney Love, and countless other celebrities who wasted their money on drug addictions that rendered them talentless. Instead, the Kardashians garnered all the stupidity they could muster, took their one show and made themselves into caricatures of humans to each get their own shows, and then took advantage of America's "fascination to sell us shit we don't need.

The point is that people need to stop bitching about how things should be and learn to live with how they are. Once you accept this you can spin things to your advantage. The difference between you and the Kardashians is that they took an opportunity to work within the system, depraved as it may be, instead of trying to hate on it. No matter where you are in life, you can always figure out how to use a situation to your advantage, but first you have to accept it for what it is. Moral of the story: The Kardashians get paid for breathing.

## **SO YOUR INTRO WAS LIKE REALLY PRETTY . . . WHAT ELSE IS THIS BOOK ABOUT?**

Chill the fuck out. This book isn't self-help. Self-help is for fat people and divorcées. If you're looking for a book on how to deal with being alone, go elsewhere. This book is the betchy girl's bible, guiding her through situations a betch might encounter, such as: what to do if you find yourself being drawn to act like a nicegirl, what to do when your pot dealer doesn't answer, and is it okay to give head on the first date? This is how to deal with your problems when you have no problems.

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Get the book to read the rest!