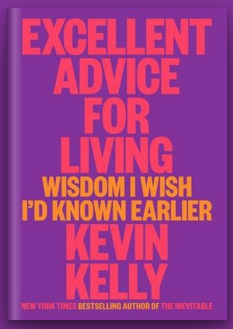
EXCELLENT ADVICE FOR LIVING

WISDOM I WISH I'D KNOWN EARLIER

KEVIN KELLY VIKING, 2023 · 224 POCKET-SIZED PAGES

BUILT FROM KELLY'S OWN ADVICE LISTS *not the full book*



THREE BIRTHDAY POSTS BECAME A BOOK

68 BITS · 2020 on his 68th birthday, for his adult children

99 MORE · 2021 on his 69th

103 MORE · 2022 on his 70th

450 THE BOOK · 2023 weeded, polished, plus about 150 new

"I gathered the three lists, weeded out the weak ones, polished up the best, and then I wrote an additional 150 more bits of advice, until I had 450 of them."

Kelly calls it *"a small book you can slip into your pocket"*. The publisher says it is *"aimed primarily at young people, but speaks to all ages."*

WORK & CRAFT

- "Don't be the best. Be the only."
- "Always demand a deadline. A deadline weeds out the extraneous and the ordinary. It prevents you from trying to make it perfect, so you have to make it different. Different is better."
- "To make something good, just do it. To make something great, just re-do it, re-do it, re-do it."
- "Don't create things to make money; make money so you can create things."

MONEY

- "Friends are better than money. Almost anything money can do, friends can do better. In so many ways a friend with a boat is better than owning a boat."
- "To be wealthy, accumulate all those things that money can't buy."
- "Average returns sustained over an above-average period of time yield extraordinary results. Buy and hold."
- "What you actually pay for something is at least twice the listed price…"

PEOPLE

- "Cultivate 12 people who love you, because they are worth more than 12 million people who like you."
- "To be interesting, be interested."
- "You will be judged on how well you treat those who can do nothing for you."
- "It's not an apology if it comes with an excuse. It is not a compliment if it comes with a request."
- Keep asking someone you love *"Is there more?"*, until there is no more.

LEARNING & MISTAKES

- "A worthy goal for a year is to learn enough about a subject so that you can't believe how ignorant you were a year earlier."
- "Don't keep making the same mistakes; try to make new mistakes."
- "Half the skill of being educated is learning what you can ignore."
- Ask yourself today: *"What might I be wrong about?"*

TIME & HABITS

- "The purpose of a habit is to remove that action from self-negotiation."
- "If your goal does not have a schedule, it is a dream."
- "Your work will be endless, but your time is finite. You cannot limit the work so you must limit your time. Hours are the only thing you can manage."
- "Don't let your email inbox become your to-do list."

CHARACTER

- "Being enthusiastic is worth 25 IQ points."
- "Gratitude will unlock all other virtues and is something you can get better at."
- "Be strict with yourself and forgiving of others. The reverse is hell for everyone."
- At funerals, *"Nobody talks about the departed's achievements."*

TRY IT THIS WEEK

- "When introduced to someone make eye contact and count to 4. You'll both remember each other."
- Invited to something months away? Ask: *"would you accept this if it was scheduled for tomorrow?"*
- "Rule of 3 in conversation. To get to the real reason, ask a person to go deeper than what they just said. Then again, and once more."
- "Writing down one thing you are grateful for each day is the cheapest possible therapy ever."

AGAINST THE GRAIN

- "Experience is overrated. When hiring, hire for aptitude, train for skills."
- "Productivity is often a distraction." Aim for *"better tasks that you never want to stop doing."*
- "In fact only apply to jobs you are unqualified for."
- "Ignore what others may be thinking of you, because they aren't."

HOW THIS PAGE WAS MADE. The book wasn't available. Every line here is Kelly's own, from his "68 Bits", "99 Additional Bits" and "103 Bits" posts on kk.org (2020–22), read in full from archived copies. He cut and polished bits for the book and added about 150 new ones, so the printed wording may differ. The Bookey and Shortform summaries were used only for the book's themes.

"About 99% of the time, the right time is right now." — KEVIN KELLY