

MAD MEN



GUIDE TO BEING DON DRAPER KIT

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Materials:

- Lucky Strike cigarettes
- Fedora
- 2 tumblers
- Angostura bitters

Whiskey not included.



Old Fashioned

This Old Fashioned is the Don Draper drink of choice. In a pinch, Scotch on the rocks will do – and you're always in a pinch.

Pour over ice in a tumbler and muddle:

- ½ teaspoon sugar
- 2 dashes Angostura bitters
- 1 teaspoon water

Add and stir:

- Ice cubes
- 1 ½ ounces Canadian Club rye

Garnish with:

- A thin orange slice

Do

- Wear suits
- Wear a hat
- Smoke Lucky Strikes
- Be an enigma – no one at work or home should know any important information about you
- Be a marketing campaign genius
- Be a functioning alcoholic
- Admire hobos
- Have many fraught and dramatic extra-marital affairs
- Have an answer for everything

Don't

- Be without a drink or a cigarette in hand
- Get caught cheating on your wife, no matter how little you hide it
- Be mediocre at anything
- Get your wife a therapist who honours patient-doctor confidentiality
- Go home to spend time with your children
- Let the underlings touch the whiskey stash in your office
- Thank your creative team – you're the genius, not them

Introduction

Thank you for purchasing the MAD MEN Guide to Being Don Draper Kit. This Kit provides you with all the materials and guidelines required to be Don Draper.

Being Don Draper is simple, uncomplicated, and definitely not fraud – just follow this manual, use the items included, and you'll be running your own advertising agency and charming the pants off everyone you know soon enough!



Benefits of Being Don Draper

There are many advantages to being Don Draper. Being Don Draper can bring you swarms of beautiful women, endless success, a troubled relationship with your wife and children, and piles of money.

Being Don Draper means women young and old will swoon before you, men will both envy and admire you, you are secretly guilty of desertion and identity theft, and you are the crown jewel at your advertising firm. Raise a glass, Don Draper, and welcome to being you!



Expressions and Phrases

Use the expressions and phrases below when appropriate. If you are at a loss, or simply wish to bewitch your audience more, say nothing and light a cigarette, or say nothing and make yourself a drink.

- I sleep on a bed made of money.
- Jesus, Betty!
- I need a drink.
- My father was kicked in the head by a horse.
- This never happened. It will shock you how much it never happened.
- Lucky Strike! It's toasted!
- Get Joan in here!
- Gimme a drink.