

100+ NO BULLSHIT WATCH TIPS

For Watch Enthusiasts &
Salespeople

Anthony L

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DEDICATION

Dedicated to H. M. D. J. and B.
Everyone who hates reading dry texts of information.
Oh... and my haters. Cheers to you too.

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To you D. for without you, I would have been in a shittier position in life.

To you M. for everything that you do for me.

EXPECTATIONS

"The most dangerous person is the one who thinks, observes, and listens"

-Bruce lee

I want to start this off with saying that this book is for anyone who wants to understand the watchmaking world a little bit better. I do not claim to be a “master watchmaker” nor do I claim to know everything about the watchmaking world. If there’s one thing I’m sure about, it’s that no one knows everything. But what I can share with you in this book is the knowledge that I have about watchmaking.

MAIN TARGET AUDIENCE

There are many horologists who know more about watchmaking than me. My main target audience for this book is watch enthusiasts and salesmen but it can be for anyone that’s interested in watches. It turns out that one of the biggest audience of my work is current watchmaking students and watchmakers out in the field.

One of the biggest rewards I’ve received since writing this book was the overwhelming support I’ve gotten from fellow watchmakers. It turns out that my educational posts and tips provide reassurance to fellow watchmakers that we’re not crazy.

To my fellow watchmakers who are reading this book, I thank you for the support and hope you enjoy this book more so as an entertainment than a educational literature.

WHY I WROTE THIS BOOK

Because the watchmaking world has created such complicated and unique timepieces, your average consumer has started taking attention. With major watch brands spending millions on marketing each year, there are plenty of people who hold watches in high regard now than ever before.

And anytime there's an influx of people in a specific field, there's always room for misunderstanding and misinformation.

If there's anything you take away from with this book, it's that watchmaking is complicated but it doesn't have to be boring.

BE THE CHANGE YOU WANT TO SEE

Reading watchmaking literature when I first started in the field was ridiculously dry. I literally could not get past one page without losing focus. You'll find that my writing style for this book is condensed with educational, sarcastic, witty, and sometimes even angry remarks.

When you're submersed in anything, there are gaps you won't realize that someone from an outside POV notices. You'll notice that I try my best to fill in where these gaps are. I try my best to keep it simple, short, and fun. I write this way so that you as the reader are entertained. Some may like it and some may hate it. I will not please everyone. But if you learned, at the very least, just one thing reading this book, I've already accomplished my goals.

WHY YOU SHOULD READ THIS BOOK

My aim with this book is to educate watch enthusiasts, salesmen, and anyone interested in watches from a watchmaker's perspective. It's full of information that everyone should know.

You'll learn a bunch about the industry. I go over general watch tips, industry tidbits, quartz, mechanical, polishing, water resistance, impact damage, and about becoming a watchmaker.

NOT EVERYONE WILL LIKE ME

I'll preface this here that there will be some people who will disagree with me. I welcome it. I'm not perfect nor do I claim to be. Anyone who churns out work will get criticized and I am no different.

“To do original work: It’s not necessary to know something nobody else knows. It is necessary to believe something few other people believe.”

-Marc Andreessen

THE SECRET TO LEARNING ABOUT WATCHMAKING FASTER

"It's not the daily increase but daily decrease. Hack away at the unessential."

-Bruce Lee

The watch industry has a unique track record of keeping everything complicated. My premise is straightforward. If I can make the complicated, simple- my simple is someone else's complicated. If you can understand my simple then you'll learn twice as fast.

PRINCIPLES OVER METHODS

The tips in this book are designed to get you to understand select principles. I'm a huge believer in teaching a man how to fish so that he will never starve instead of giving him a fish to feed him for a night.

"As to methods, there may be a million and then some, but principles are few. The man who grasps principles can successfully select his own methods."

-Ralph Waldo Emerson

80/20 RULE

For that reason, I've attempted to put the tips into a page by page format; so that you can always find it at a singular page rather than look through heaps of text to find what you need. You'll notice that some of the watch tips are just long enough to fill up the page but short enough to get the point across. Some tips may span several pages long. This was the major mission during the creation of the book. I wanted to jam

pack this with a shit ton of value without the fluff.

There are some tips though that require more than one page to write. I'm a firm believer in making everything as simple as possible without losing the value of it.

“Everything should be made as simple as possible, but not simpler.”

-Albert Einstein

I like to believe that if 80% of the time, the tips are short and simple- I can get away with 20% of the tips a little longer. You'll also notice that the tips are not in chronological order. Customers, current events, and frequently asked questions dictated the order that these tips were written in.

MAKE SURE YOU SKIP AROUND

This book has tons of information. You may find one section interests you more so than another. I want you to skip anything that doesn't interest you.

This book was designed to be skipped around so that you don't have to read this like an actual book.

My goal with the book was to be fun and entertaining while still getting my points across. I wouldn't want to bore you. If you find your attention lagging during any point throughout the book- stop and flip to something that peaks your attention.

HUMOR & POLITICALLY INCORRECT

The delivery of the tips are in a fun and conversational matter. If we're serious all the time, we'll wear ourselves out before we ever get to the important stuff. If this book were all about seriousness and being politically correct- I'm convinced we'll probably get nowhere. I don't know about you but I would certainly close this book and let it collect dust if the text was dry. I find that dry literature usually leads to very little retention.

LAST BUT NOT LEAST

Take a deep breath and relax. Let me show you my world and how deep I can simplify the rabbit hole for you. You might find that it's pretty fun after all.

BASIC WATCH NOMENCLATURE

Remember this basic nomenclature for the rest of the **entire book**. I'm going to assume you guys already know this but just to be on the safe side, I've included this image here as a general reference.

