

① You don't have to be a genius.

Good work isn't created in a vacuum.  
Creativity is always, in some sense, a **collaboration**.

Be an **amateur** – pursue your work in the spirit of love.  
Embrace uncertainty and the unknown.

Think about what you want to learn, learn it in front of others.

**Pay attention** to what others are not sharing.

Look for voids that you can fill with your own efforts.

You can't find your **voice** if you don't use it.

Talk about the things you love.

Read **obituaries**. Thinking about death makes me want to live.

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② Think process; not product.

Audiences long to be creative and part of the **creative process**.

**Document** what you do. Share your process.

Turn the invisible into something other people can see.

Start a **work journal**. Keep a scrapbook. Shoot video of you working. Take photographs of your work at different stages.

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③ Share something small every day.

Focus on ~~years~~ ~~months~~ **days**. Blog, email, tweet, YouTube...

Don't show your lunch or your latte; show your work.

Find the **time** in the cracks between the big stuff.

Anything you post to the internet becomes public.

Share work that you want feedback on, but not everything.

Ask yourself "**So what?**" Is it helpful/interesting?

Unsure? Save it for later.

**Flow** = daily updates that remind people you exist

**Stock** = the lasting content you produce

Find patterns in your flow, turn flow into stock.

Small things over time, can get big.

⇒ Register a **domain name**. Build a **website**. ⇐

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④ Open up your cabinet of curiosities.

Your **influences** are worth sharing. Be open and honest about what you like, to **connect** with people who like those things too.

Have the courage to celebrate the things you enjoy.

Give **proper credit**. Provide context, link back to the source.

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⑤ Tell good stories.

What you say about the work you do effects how people **value** it.

**Structure** is everything. Keep your audience in mind.

Speak directly, in plain language. Be brief. Use spell-check.

Story structure: **past** (where you've been, what you want), **present** (where you are now), **future** (where you are going).

Tell the truth with dignity and self-respect.

Keep **bios** short and sweet. (2 sentences) Just state the facts.

⑥ Teach what you know.

**Share** your trade secrets. Out teach the competition.

Share your reading list, helpful reference materials.

Create tutorials. Use pictures, words, videos.

Take people step-by- step through part of your process.

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⑦ Don't turn into human spam.

Be thoughtful. Be considerate. Be a connector.

Be someone worth following. Do good work.

To be noticed, **notice**. To be interesting, be interested.

Use the Vampire Test: avoid anything that drains your energy.

Identify your real **peers** (similar mission, mutual respect).

Nurture your relationships with these people.

Turn your online friends into "real life" friends. Meet up.

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⑧ Learn to take a punch.

Be ready for the good, the bad, and the ugly.

Relax and **breathe**. (Practice meditation.)

Put out a lot of work, keep putting it out there.

Roll with the punches. Keep moving.

Every **criticism** is an opportunity for new work.

Protect your vulnerable areas. If it's too sensitive, keep it hidden.

Keep your **balance**. Work is something you do, not who you are.

Stay close to family, friends, people who love you.

Don't feed the trolls (people who just want to provoke you).

Delete nasty **comments**. (or turn comments off completely)

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⑨ Sell out. (It's ok to make money.)

Don't be jealous when the people you like do well.

**Celebrate** their victory as if it's your own.

Be open about your process. **Connect** with your audience.

Ask your audience to support you by buying what you sell.

Keep a **mailing list**. Collect email addresses.

Never add an email address without permission.

Be ambitious. Keep busy. Try new things. Take **opportunities** that allow you to do more of what you want to do.

When you have success, help the people who have helped you.

Be as **generous** as you can, selfish enough to get your work done.

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⑩ Stick around.

**Persevere**, regardless of success or failure. Just keep going.

Avoid stalling out by never losing **momentum**.

Use the end of one project to light up the next one.

**Go away** so you can come back.

Separate your work from the rest of your life.

Don't be content with mastery. Have the courage to rethink.

**Begin again!** Become an amateur (return to step 1)