

# **THE PRACTICE**

## **Shipping Creative Work**

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**MAIN IDEA**

Creativity is not an innate gift or a talent you're born with. Rather, creativity is a skill and a choice – it can be learned and expanded. The key to becoming more creative is to get into the habit of shipping or sharing your creative output all the time.



When you ship or share what you create – whether you get paid for it or not – you establish a "Practice" which will help your creative skills to grow and expand even more in the future. This kind of practice is self-driven, and is not outcome-based. The more you ship, the faster your creative skills will grow and expand, and the better your art will become, whatever form it may take.

At the end of the day, creativity and innovation are actions, not feelings. You become what you do. If you want to make a difference in the world with what you create, change your actions first. Establish a practice of regularly and consistently shipping, or sharing with the world, what you create. As you do that, you will find your voice.

*"The magic of the creative process is that there is no magic."*

– Seth Godin

*"You were born ready to make art. But you've been brainwashed into believing you can't trust yourself enough to do so. You've been told you don't have enough talent (but that's okay, because you can learn the skill instead). And you've been told that if you can't win, you shouldn't even try (but now you see the journey is the entire point). Art is the generous act of making things better by doing something that might not work."*

– Seth Godin

**The Practice – The conceptual foundation . . . . . Pages 2 - 6**

More and more, today's economy treats people like they are cogs in the system. That's a shame, because creativity is a choice. If you aspire to find a new truth, solve an old problem, or make the world a better place, you can. To achieve this, establish a "Practice" of consistently generating, sharing, and shipping what you make. The five key principles in doing that are:

- 1 Trust yourself to make great art**
- 2 Be generous with your art**
- 3 Be professional in your approach to your art**
- 4 Aspire to make a change with your art**
- 5 Generate your art consistently**

**The Practice – Making it happen . . . . . Pages 6 - 8**

The key to building a creative practice for yourself is to be consistent in generating and shipping your art – whatever form it may take. Certainly good processes help you generate professional-quality outputs, but consistency really is the key to moving forward. Generating art is something that you do, not merely something that you speak about. The second set of five key principles which underpin this idea are:

- 6 Artists always make bold assertions**
- 7 Earn your skills by consistently producing**
- 8 Welcome and harness your constraints**
- 9 Always watch for creative ideas**
- 10 Aspire to be unquenchable**