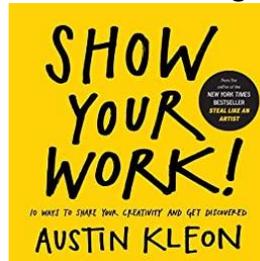


## CHRIS SWENSON'S MASTER NOTES

Practice Success in Less Time and with Less Money

# SHOW YOUR WORK

10 Ways to Share Your Creativity and Get Discovered



BY AUSTIN KLEON WORKMAN PUBLISHING CO. © 2014 117 PAGES

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*“When I have the privilege of talking to my readers, the most common questions they ask me are about self-promotion. How do I get my stuff out there? How do I get noticed? How do I find my audience? How did you do it? I hate talking about self-promotion. Comedian Steve Martin famously dodges these questions with the advice, ‘Be so good they can’t ignore you.’ If you just focus on getting really good, Martin says, people will come to you. I happen to agree: You don’t really find an audience for your work; they find you. But it’s not enough to be good. In order to be found, you have to be findable. I think there’s an easy way of putting your work out there and making it discoverable while you’re focused on getting really good at what you do... If *Steal Like an Artist* was a book about stealing influence from other people, this book is about how to influence others by letting them steal from you.”* - Austin Kleon from *Show Your Work*

### BOOK DESCRIPTION (from Amazon)

*In his New York Times bestseller *Steal Like an Artist*, Austin Kleon showed readers how to unlock their creativity by “stealing” from the community of other movers and shakers. Now, in an even more forward-thinking and necessary book, he shows how to take that critical next step on a creative journey—getting known.*

*Show Your Work!* is about why generosity trumps genius. It’s about getting findable, about using the network instead of wasting time “networking.” It’s not self-promotion, it’s self-discovery—let others into your process, then let them steal from you. Filled with illustrations, quotes, stories, and examples, *Show Your Work!* offers ten transformative rules for being open, generous, brave, productive.

*In chapters such as **You Don’t Have to Be a Genius**; **Share Something Small Every Day**; and **Stick Around**, Kleon creates a user’s manual for embracing the communal nature of creativity—what he calls the “ecology of talent.” From broader life lessons about work (you can’t find your voice if you don’t use it) to the etiquette of*

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*sharing—and the dangers of oversharing—to the practicalities of Internet life (build a good domain name; give credit when credit is due), it's an inspiring manifesto for succeeding as any kind of artist or entrepreneur in the digital age..*

### NOTE INTRODUCTION

As practice owners we seem to be looking for ways to get our projects out to the world and make a real difference in the lives of others.

Many of us struggle with ourselves and that affects creativity. Plus, we are always looking for ways to get noticed and create a great following.

This book is short but filled with practical wisdom to help you get out of your own way and then share your creativity and get discovered!

Get your copy of the book here, [SHOW YOUR WORK!](#)

Let's dive right in and discuss some great takeaways from this excellent book!

### THE 10 WAYS

1. "YOU DON'T HAVE TO BE A GENIUS.
2. THINK PROCESS, NOT PRODUCT.
3. SHARE SOMETHING SMALL EVERY DAY.
4. OPEN UP YOUR CABINET OF CURIOSITIES.
5. TELL GOOD STORIES.
6. TEACH WHAT YOU KNOW.
7. DON'T TURN INTO HUMAN SPAM.
8. LEARN TO TAKE A PUNCH.
9. SELL OUT.
10. STICK AROUND." - Austin Kleon from *Show Your Work*

This is the list of 10 ways to share your creativity and get discovered.

The list is quite useful as mantras as well.

This list is actually the title of all the chapters in Austin's book and he dives further in each chapter!

For now, go through and read this list, write them down as useful mantras and beliefs to instill in your mind!

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### OVERNIGHT SUCCESS IS A MYTH! FOCUS ON TODAY!

*“Overnight success is a myth. Dig into almost every overnight success story and you’ll find a decade’s worth of hard work and perseverance. Building a substantial body of work takes a long time—a lifetime, really—but thankfully, you don’t need that time all in one big chunk. So forget about decades, forget about years, and forget about months. Focus on days.”* - Austin Kleon from *Show Your Work*

Once again, we have another great author letting us therapists know that overnight success is a myth.

The reality is consistency and hard work over time. Then eventually, you get there and everyone thinks you were a natural and overnight success story!

Another great point with this highlight is not to get too focused on the long journey of years it may take. Rather, take it one day at a time.

The stoics were really great at living each day as if it were there last. The Navy SEALs have a mantra “the only easy day was yesterday.” All of which speak to working with the day at hand.

Then one day at a time you will begin to reach the destination. Just as Lau Tzu so eloquently stated, “A journey of a thousand miles begins with a single step.”

Let’s finally get it!!! There is no overnight success! Focus on consistently taking those daily steps and you will get there!

### TROLLS? THROW AWAY THEIR NASTY COMMENTS (POOP)

*“The first step in evaluating feedback is sizing up who it came from. You want feedback from people who care about you and what you do. Be extra wary of feedback from anybody who falls outside that circle. A troll is a person who isn’t interested in improving your work, only provoking you with hateful, aggressive, or upsetting talk. You will gain nothing by engaging these people. Don’t feed them, and they’ll usually go away... Do you have a troll problem? Use the BLOCK button on social media sites. Delete nasty comments. My wife is fond of saying, ‘If someone took a dump in your living room, you wouldn’t let it sit there, would you?’ Nasty comments are the same—they should be scooped up and thrown in the trash.”* - Austin Kleon from *Show Your Work*

Negative comments and feedback can be hard! Such things can be a very difficult thing for us therapists to handle. And something we fear so we hold back from putting our creative works out there!

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Never fear, Austin gives us a great perspective to utilize when facing such negativity! Scoop up their poop and throw it in the trash!

In other words, DELETE and BLOCK! Not everyone is going to appreciate your work. Your job is to serve those who do appreciate it; not everyone!

Feedback is important to learn from though...as he Austin does state you want feedback from those you care about. It just important to evaluate who its coming from.

Feedback from others is like looking into a mirror. It's very important for you to check the quality of the mirror and not just blindly believe. Think of those fun house mirrors...Is that really what you like? Or is it a jaded mirror?

### CREATIVE CHAIN-SMOKING!

*"If you look to artists who've managed to achieve lifelong careers, you detect the same pattern: They all have been able to persevere, regardless of success or failure. Director Woody Allen has averaged a film a year for more than 40 years because he never takes time off: the day he finishes editing a film is the day he starts writing the script for the next. Bob Pollard, the lead singer and songwriter for Guided by Voices, says he never gets writer's block because he never stops writing. Author Ernest Hemingway would stop in the middle of a sentence at the end of his day's work so he knew where to start the next morning... Add all that together and you get a way of working I call chain-smoking. You avoid stalling out in your career by never losing momentum. Here's how you do it: Instead of waiting for feedback, and worrying about what's next, use the end of one project to light up the next one. Just do the work that's in front of you, and when it's finished, ask yourself what you missed, what you could've done better, or what you couldn't get to, and jump right into the next project."* -

Austin Kleon from *Show Your Work*

I love this idea! Chain smoking cigarettes is quite harmful to your health, but chain smoking as Austin alludes to here can be quite healthy for productivity and creativity!

It's always amazing to learn about the consistency and perseverance it takes to stay in business and reach success.

We always here about these great individuals who made great changes and then we feel like we can't measure up to them.

However, at one point in there journey they were no different than you and I!

The difference...Creative chain-smoking as Austin states is key!

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### PRACTICAL SABBATICALS

*“The reality is most of us just don’t have the flexibility in our lives to be able to walk away from our work for a full year. Thankfully, we can all take practical sabbaticals—daily, weekly, or monthly breaks where we walk away from our work completely.”* - Austin Kleon from *Show Your Work*

University researchers and professors are able to take a year long sabbatical about every 7 years. I really don’t think as practice owners that is gonna be possible...maybe who knows, lol!

However, in the meantime, it is important for us to take what Austin describes as “practical sabbaticals.” Which are essentially mini sabbaticals!

Being able to walk away from our work, refresh, and then come back is what this is all about.

Sounds easy? Then again as therapists we have quite the struggle with self-care!

It is vitally important to find ways to step away physically, mentally, and emotionally throughout the day, the week, the month, etc...

Recovery is an absolutely vital component of being mentally tough! Build recovery practices into your day and week. Then watch your productivity, health, and mental toughness climb!!!

### YOU GOTTA PLAY TILL THE 9<sup>TH</sup> INNING

*“One time my coworker John Croslin and I came back from our lunch break and our building’s parking lot was completely full. We circled the sweltering lot with a few other cars for what seemed like ages, and just when we were about to give up, a spot opened and John pulled right in. As he shut off the car he said, ‘You gotta play till the ninth inning, man.’ Good advice for both the parking lot and life in general.”* - Austin Kleon from *Show Your Work*

I absolutely love this takeaway. So many of us give up before we even get there. In fact, history is littered with stories of folks who dedicated their lives to something only to quit just before they found the gold only a few feet away from where they were digging!

It is important to see things through. I know it’s tough with distractions and challenges. That’s what makes the game of building a practice so fun! Without Darkness trying to challenge us it would be pretty boring!

So the next time you think that it is time to quit. Or, jump from one project into another before finishing. Remember, “you gotta play till the ninth inning!”

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### BE SOMEONE WORTH FOLLOWING

**“If you want followers, be someone worth following.”** - Austin Kleon from *Show Your Work*

This idea is short but sweet! Small in words but very valuable for us therapists!!!

Spend some time thinking about what you can begin doing now to start being someone worth following.

What can you do today to start being that someone? It is always beneficial to be authentic. Just don't forget that the scared, doubtful, insecure part of you is definitely not the authentic you!

Locate the real you, that authentic powerful you, and then give your greatest gifts in service to those you seek to serve!

You want followers? Then be someone worth following! Stop showing that inauthentic nervous, scared, and doubtful part that you think is real! It's not!

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### ABOUT THE AUTHOR OF “Show Your Work”



AUSTIN KLEON

Austin Kleon is a writer who draws. He is the author of the New York Times bestsellers *Steal Like an Artist* and *Show Your Work!* His work has been featured on NPR's Morning Edition, PBS Newshour, and in the New York Times and Wall Street Journal. He also speaks frequently about creativity in the digital age for such organizations as Pixar, Google, SXSW, TEDx, and The Economist. Connect: [austinkleon.com](http://austinkleon.com).

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## ABOUT AUTHOR OF THIS MASTER NOTE



CHRIS SWENSON

Chris Swenson is a true [Private Practice Warrior](#) who believes that therapists in private practice are in the best position to truly make a difference in the mental health concerns of our world. He loves helping people succeed in private practice as he studies, embodies, and teaches the fundamentals of mastering private practice. Learn more about Chris at <http://imchrisswenson.com>