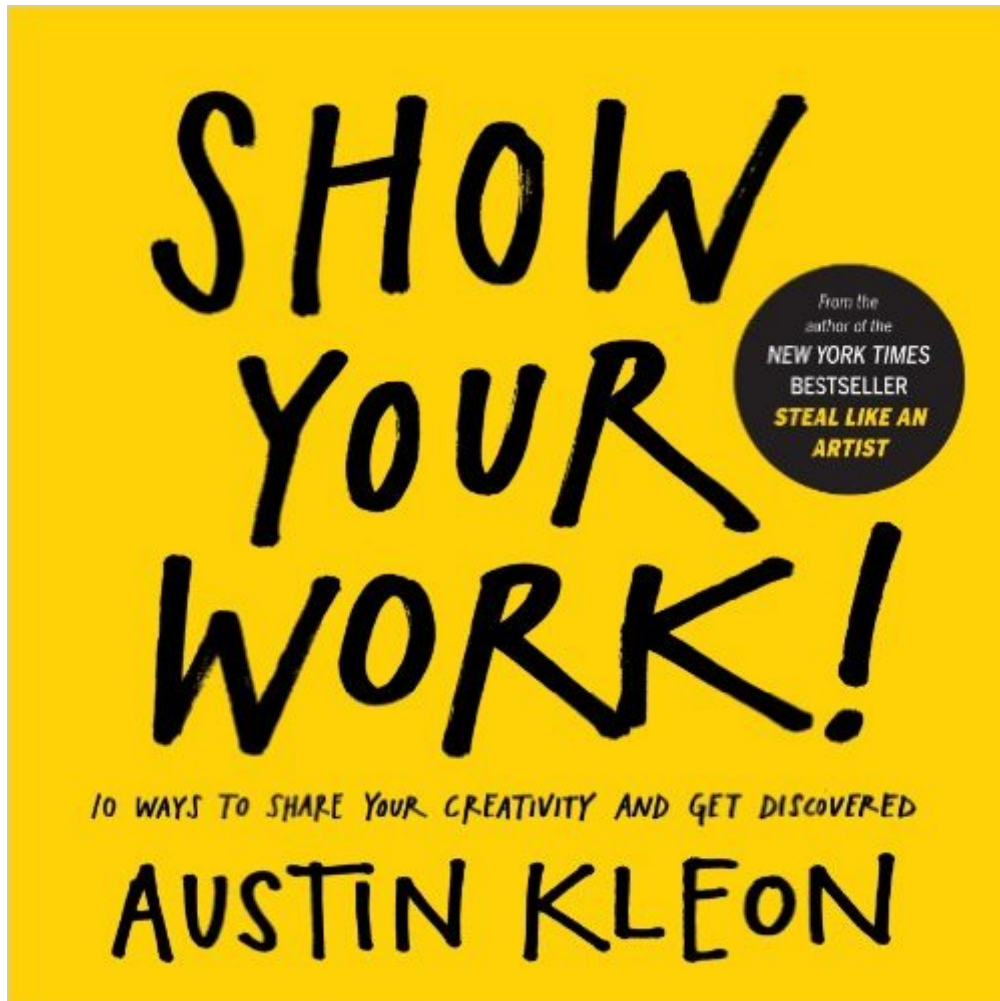


The book was found

# Show Your Work!: 10 Ways To Share Your Creativity And Get Discovered



## Synopsis

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 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.

## Book Information

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## Customer Reviews

One thing I’ve always strived to improve has been my transparency. It’s also one of the things I’ve always struggled most with. It’s just not instinctual to me. I literally have to pour my time and energy into showing pieces of myself and my work to the world. And it’s not even just my work—I don’t even update my personal Facebook on a regular basis. When I realized what Austin Kleon’s newest book

was about, I knew I had to have it. The theme is Show Your Work. How apropos. Once I had it in my hands, there was so much for me to learn. Here are a few of my favorite lessons from each chapter:

1. You don't have to be a genius. Anyone can share their art. There are no limits here. "You can't find your voice if you don't use it." "Raw enthusiasm is contagious."
2. Think process, not product. It's not about the final product; it's about the journey. "We're not all artists or astronauts. A lot of us go about our work and feel like we have nothing to show for it at the end of the day. But whatever the nature of your work, there is an art to what you do, and there are people who would be interested in that art, if only you presented it to them in the right way."
3. Share something small every day. You don't have to post something big. Share small things on a regular basis and you'll keep up your momentum. "Put yourself, and your work, out there every day and you'll start meeting some amazing people." - Bobby Solomon

You should be continually asking yourself this question: "What are you working on?" Whatever you do, do not overshare.

4. Open up your cabinet of curiosities. If someone shares something and you like it, share it, too.

As Austin Kleon explains, his previous book, *Steal Like an Artist*, "was about stealing influence from other people" whereas "this book is about how to influence others by letting them steal from [begin italics] you [end italics]." I agree with him that "all you have to do is to show your work" but only if (HUGE "if") it's worth stealing and you know how to do that in terms of what, when, and where. Actually, he wrote this book "for people who hate the very idea of self-promotion." It's not enough to be very good. "In order to be found, you have to [begin italics] be findable [end italics]. I think there's an easy way of putting your work out there and making it discoverable [begin italics] while [end italics] you're focused on getting really good at what you do." Kleon's two books can be of incalculable value to those who need help with creating content (whatever its nature and extent may be) and then help with attracting the interest and support of those on whom the success of the offering depends. It could be a product, a service, or both. Its target market could be singles, seniors, the unemployed or under-employed, new parents, do-it-yourselfers, beginners at whatever...you get the idea. So, how to become findable? First, Kleon explains the need for developing a new mindset, one that will enable the reluctant self-promoter to think differently so that she or he can then operate differently. Here's his key point: "Almost all of the people I look up to and try to steal from today, regardless of their profession, have built [begin italics] sharing [end italics] into their routine. Next, he urges his reader to find what the musician Brian Eno characterizes as a "scenius": a group of creative individuals who make up an ecology of talent.

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