

Contents

Foreword by Danielle LaPorte

Introduction

Chapter 1. Voice 12

01. Your parents were wrong 14
02. Have a damn opinion 17
03. The things that made you weird as a kid make you great today 19
04. In the particular lies the universal 20
05. You don't fit in 22
06. You become who you pretend to be 24
07. Work is serious play 26
08. Creativity is dangerous 29
09. You ain't weird, you're free 30
10. Your lot in life 32

Chapter 2. Fear 34

11. You, the reluctant hero 36
12. The success of failure 37
13. Freedom is something you take 38
14. Tombstone 40
15. Beware flaccid platitudes over stock photography 42
16. There ain't no rules 44
17. Feck perfection 47
18. This is only a test 48
19. Your ego can't dance 50
20. Teach your tongue to say, "I don't know" 51
21. The wrongest answer 52
22. The struggle is everything 54

Chapter 3. Start 56

23. Just start 58
24. All beginnings are hard 60
25. Begin before you're ready 62
26. What is success? 64
27. Assume success 66
28. Have a plan 67
29. Improvise 68
30. Change the world 70
31. The first rule of business 72
32. Make yourself happy first 74

- 33. Confidence is sexy 75
- 34. Excitement breeds excitement 76
- 35. The cost of freedom 78

Chapter 4. Action 80

- 36. Action, action, action 82
- 37. Love, attention, and consistency 83
- 38. Seek the muse 84
- 39. Run from comfort 86
- 40. Help me, help me, help me 87
- 41. Hold the line 88
- 42. Always ask for more 90
- 43. Accept less 91
- 44. Kill your phone 92
- 45. Artists sign their work 94
- 46. Do the work 96
- 47. Sharpen the ax 97
- 48. Coffee notes 98
- 49. Inspiration without action 100

Chapter 5. Habits 102

- 50. Kill the critic 104
- 51. Stop deprecating all over yourself 106
- 52. Brave and scared shitless 107
- 53. Complaining is not conversation 108
- 54. The secret of the universe 110
- 55. The second arrow 112
- 56. Beautifully flawed 114
- 57. Pobody's nerfect 116
- 58. You've got a big but 118
- 59. You have no friends 120
- 60. Poison and medicine 122
- 61. Let go, kitty 124
- 62. Warrior not worrier 126

Chapter 6. Purpose 128

- 63. Love something other than your selfie 130
- 64. Trust as inspiration 132
- 65. Trust yourself 134
- 66. Judge not 137
- 67. Your work is a gift 138
- 68. Health 141
- 69. I'm a fake 142
- 70. Learn everything 144
- 71. We all teach, all the time 146
- 72. For god or money? 148
- 73. Don't chase money 149
- 74. Because I wanna 150
- 75. How to change the world 152
- 76. A younger me 154
- 77. Make work that matters 156

Credits 159