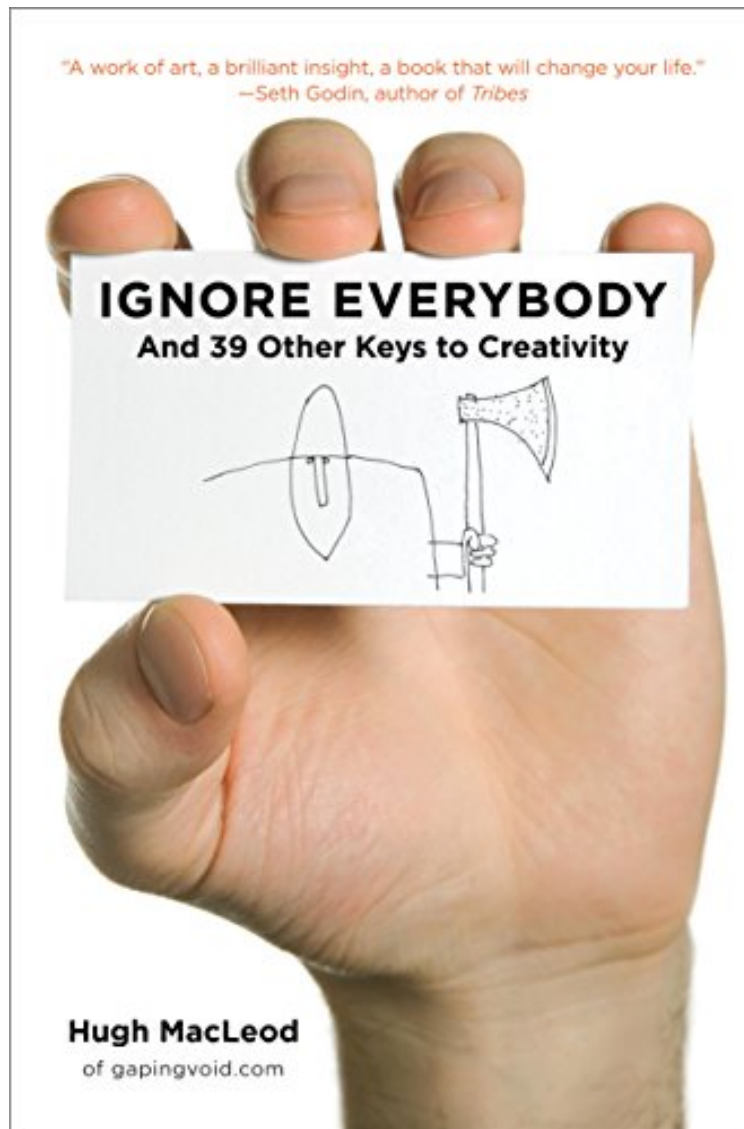


Ignore Everybody: and 39 Other Keys to Creativity

Hugh MacLeod

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Hugh MacLeod : Ignore Everybody: and 39 Other Keys to Creativity before purchasing it in order to gage whether or not it would be worth my time, and all praised Ignore Everybody: and 39 Other Keys to Creativity:

2 of 2 people found the following review helpful. Good, funny, inspiringBy Yahtzee!I really enjoyed this book--it's sectioned so you can read it cover to cover, or just pick it up and read a small, short section (which is how I do it now that I've read it cover to cover. It lives on my coffee table, and I pick it up a few moments before heading off to bed.The author is self-deprecating, honest, and really made good points. He kept his day job, and continued to sell his small cards and ideas, which is sort of how I'm doing it--I haven't sold anything over \$20, but I sell consistently, (on an internet auction site) and have a career and day job (usually, if not currently.) I would LOVE to be making a million

dollars a year, but I'm happy making anywhere from \$200 to \$2000, and maybe someday--in the mean time, I have a day job. This is the advice the author gives--whatever it is you do, do it, but don't stop doing the thing you do for money. The myth of leap and the net appears seems to leave lots of people flattened on the pavement (that was me, a few decades ago.) I found it well-written, and I started sharing bits of it with my hubby (who's a day to day office guy, but also plays guitar, so he's creative in his own time, but earns a paycheck.) personally, I think the world needs more of this realistic advice--there's enough Steve Jobs/Ted talk type folks telling you to leap and believe, but sometimes, despite believing and making a commitment, the world just isn't willing or ready to hand you a suitcase full of money--in the meantime, hone your craft, and enjoy doing what you do, without the stress of needing to sell, needing to make a big splash, because that stress is a creativity killer. Loaded with great doodles, and funny cartoons, but a treat to read, also. 1 of 1 people found the following review helpful. Waste of time: Title is misleading By TheWildBoy Complete waste of time. This book is full of RANT. It has nothing to do with creativity. You will not learn a single thing about creativity or ways to be more creative. The book is basically a rant. With lots of cartoons. It was a quick read, however I didn't learn a single positive thing that could improve my life. I would give this -5 out of 5 if I could. I would have rather burn my cash and kept the ashes than wasting my time and money reading this book. If you still want to buy this book then make sure to go to a book store to skim through it. As I said the title is misleading this book has nothing to do with creativity. 1 of 1 people found the following review helpful. This book didn't inspire me creatively By JennBI thought I would love this book, but I really didn't. I don't feel like it helped me learn how to be more creative or spark anything within me. I was also pretty turned off by his artwork (the way he draws and what his small cartoons say), but I guess he should just "Ignore Me". My point about this is, though, that he's not a creative person I look up to, and that doesn't inspire me to want to take his advice, most of which I didn't find very helpful anyway. For me, the books Steal Like An Artist and The Creative Habit were much more of what I was looking for.

When Hugh MacLeod was a struggling young copywriter, living in a YMCA, he started to doodle on the backs of business cards while sitting at a bar. MacLeod has opinions on everything from marketing to the meaning of life, but one of his main subjects is creativity. How do new ideas emerge in a cynical, risk-averse world? Where does inspiration come from? What does it take to make a living as a creative person? Now his first book, Ignore Everyone, expands on his sharpest insights, wittiest cartoons, and most useful advice. A sample: * Selling out is harder than it looks. Diluting your product to make it more commercial will just make people like it less. * If your plan depends on you suddenly being "discovered" by some big shot, your plan will probably fail. Nobody suddenly discovers anything. Things are made slowly and in pain. * Don't try to stand out from the crowd; avoid crowds altogether. There's no point trying to do the same thing as 250,000 other young hopefuls, waiting for a miracle. All existing business models are wrong. Find a new one. * The idea doesn't have to be big. It just has to be yours. The sovereignty you have over your work will inspire far more people than the actual content ever will. After learning MacLeod's 40 keys to creativity, you will be ready to unlock your own brilliance and unleash it on the world.