

If you want to be insanely creative, you need to read this.

1. Understand the '300 Rule.'

- a. Some years ago, I shared the idea that we shouldn't expect any traction or engagement from our work until we've created and published at least 300 pieces.
- b. Obviously, this isn't a hard rule, and it applies differently to different kinds of content.
- c. For clarity, we can apply this to, say, a thread or a youtube video (x 300 each).
- d. It took me writing and sharing hundreds of articles before anything took off.
- e. You will likely succeed far sooner, but don't expect success or going viral before you've produced at mass.
- f. Focus on the numbers.
- g. Knowing this makes it easier to keep going when you might otherwise get disappointed.

2. Decide to be a maniac.

- a. Don't listen to the bozos who tell you to take it slow and 'just enjoy life.'
- b. No.
- c. They want you smoking weed on the sofa with them, unproductive as all hell.
- d. Creating things is our birthright and the most potent source of life energy when we allow it to flourish.
- e. We are literally composed of the same creative force driving the expansion of the Universe.
- f. Slow down if you're burning out, yes, but do so to get on the fast track again.
- g. Decide to be crazy creative, act like it, and your reality will bend to your wishes.

3. Grow a buzzing audience.

- a. It becomes much easier to be driven to make and share stuff when fans are waiting for your next creation.
- b. And yes, I know how hard this is when you're not seeing initial results, and you continually share to crickets.
- c. It takes time and a lot of work, but let this be part of your process.
- d. Create for an audience and create to build an audience.
- e. Befriend one person at a time.
- f. Be openly supportive of bigger accounts who may return the favor.
- g. Aggressively take every inch of market share.

- h. Stop waiting for them to come to you and be proactive.
 - i. In ten years, you will regret that you coasted here.
- 4. Become a 'creative athlete.'**
- a. You can't create in a dark room all day and expect to maintain a relentless consistency.
 - b. You must feed and train your body properly in parallel to be creatively athletic.
 - c. Don't eat trash and expect to be motivated.
 - d. Develop an intimate sense for how your body responds and runs best.
 - e. This is the secret to those who appear to pull energy from nowhere day after day.
 - f. They train their bodies in service of their work.
- 5. Cut artificial dopamine.**
- a. You spend five hours a day on social media, youtube, porn, video games and movies, and then wonder why you're unmotivated.
 - b. Short-term pleasure always comes with a price.
 - c. If you want to be insanely creative, you can't allow your senses to be numbed by too much fake stimulation.
 - d. Artificial dopamine spiking means your receptors become less responsive to 'normal' stimuli like writing or making art.
 - e. Start replacing this passive stuff with creative action, and your body will reward you with a steady flow of positive feelings.
- 6. Understand 'tempering.'**
- a. In sword-smithing, they use a process called 'tempering' to improve the hardness and elasticity of the steel by reheating and then cooling it.
 - b. A similar effect happens in your journey as a creator and audience-builder.
 - c. You must anticipate periods of contraction (cooling) and moments of rejection, or you will quit.
 - d. It's all part of an overall strengthening and growth.
 - e. You could lose two followers as you gain five.
 - f. Your last piece might have been a hit, but the next one bombs. That's good.
 - g. Just don't quit, and you are guaranteed an upward trend of improvement and growth.
- 7. Track your output.**
- a. When we record our output somewhere visible, a funny thing happens: we fall into playing a game.
 - b. We try to beat our last score.
 - c. We're more aware of the dent we're making.
 - d. Everything becomes more engaged and enjoyable.
 - e. First, make a commitment to consistent output.
 - f. Track your key metrics in an app or wall calendar.

- g. Record your creations and their results.
- h. Newsletter subscribers, likes, and all.
- i. Tracking the impact you're making will push you to do more.

8. Have a mission bigger than you.

- a. Your work takes on a whole new flavor when you approach it as a means to bring about an impact that goes beyond filling your bank account.
- b. Even if it's simply to inspire as many people as possible to create something themselves, this is all the purpose you need.
- c. Go big.
- d. Have eye-watering plans that inform a relentless commitment to producing cool shit.

9. Be results-oriented.

- a. I come across so many who continue to do the same thing over and over, day after day, with little to no result.
- b. They pat themselves on the back come nightfall saying they were 'productive' when they were merely 'busy.'
- c. You must focus on creating real results, or you will eventually hit a brick wall.
- d. Identify what's working, then do more of it.
- e. Take note, even of the smallest things.
- f. Be aggressively biased towards results.
- g. This will empower you to continue creating hard.

10. Focus on quantity AND quality.

- a. It's not either-or, my friend.
- b. You're bigger than both.
- c. You're not a quality guy sharing one measly post every 10 days.
- d. And you're not a quantity guy, sharing trash you rushed out in five minutes a hundred times a day.
- e. You sit at the intersection of both.
- f. Don't allow scarce thinking to limit you to one or none.
- g. It is in the mind.
- h. You can do both.
- i. You will find the time.
- j. When you do, you'll be surprised at what you're capable of.

RECAP:

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2. Decide to be a maniac.
3. Grow a buzzing audience.
4. Be a creative athlete.
5. Cut fake dopamine.
6. Understand tempering.
7. Track output.
8. Have a mission bigger than you.
9. Results-oriented.
10. Quantity + quality.