

Twitter Thread by [Alex and Books](#) ■



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A simple guide to taking notes while reading.

(thread) ■

0) Things you'll need:

- Book
- Pen
- Highlighter



1) Write your name & the date on the inside of the front cover.

If you ever forget or mix up books, you'll know which is yours.

The date serves as a type of journal entry in your life and can tell you how long it took to read the book.

\$28.00
(Canada: \$37.00)

Big-data entrepreneur Allen Gannett overturns the mythology around creative genius and reveals the science and secrets behind achieving breakout commercial success in any field.

We have been spoon-fed the notion that creativity is the province of genius—of those favored, brilliant few whose moments of insight arrive in unpredictable flashes of divine inspiration. And if we are not geniuses, we might as well pack it in and give up. Either we have that gift or we don't. But Gannett says that simply isn't true. Recent research has shown that there is a predictable science behind achieving commercial success in any creative endeavor, from writing a popular novel to starting up a successful company to creating an effective marketing campaign.

As the world's most creative people have discovered, human beings are enticed by the novel and the unfamiliar. By understanding the mechanics of the creative process, Gannett calls "the creative curve"—the point of tension between the novel and the familiar—anyone can become a better engineer, entrepreneur, or marketer and achieve mainstream success.

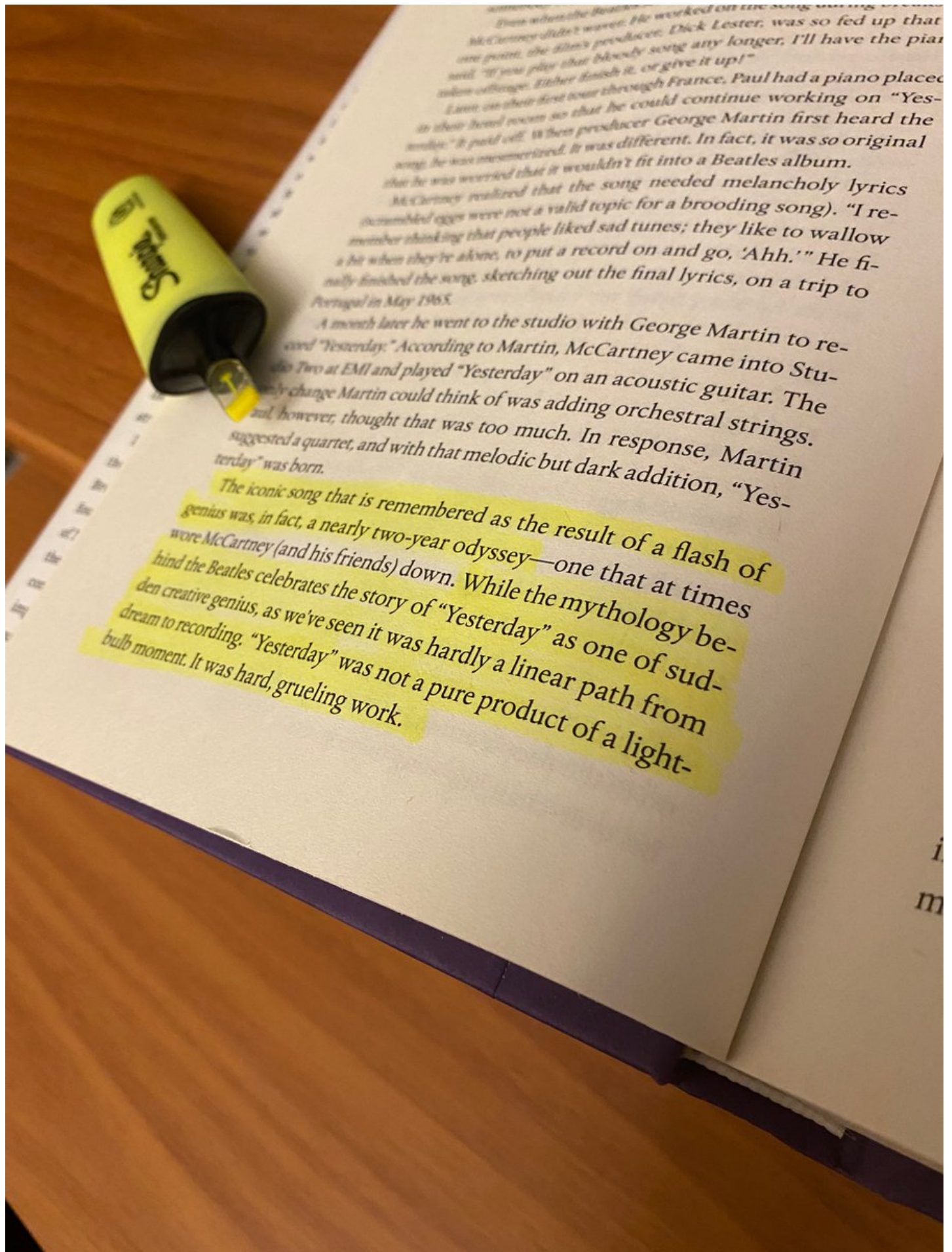
In a thoroughly entertaining and accessible book that describes the stories and insights of creative geniuses from the Broadway team behind *Dear Evan Hansen* to the founder of Reddit, from the chief content officer of Netflix to Michelin-star chefs, Gannett reveals the four laws of creative success and identifies the common patterns behind their achievements. More important, he shows how these methods can enable you to achieve your own moments of creative genius.

Alex W. 9/27/20

2) As you read, highlight passages that resonate with you

This could be text you want to review later, include in future articles, makes you stop to think, etc.

(PS: I recommend the clear Sharpie highlighter, it's wide so it gets the whole line & it's comfortable to hold)



3) Write in the margins & star important text

Remember that this is your book and you're allowed to write in it.

When a text is super important, highlight it & add a star next to it.

The magazine's publisher was an avid fan of and expert on the composer, telling all who would listen stories about how Mozart would compose in his head, without benefit of a piano.

In the letter, Mozart explained his composition process: "Provided I am not disturbed, my subject enlarges itself, becomes methodized and defined, and the whole, though it be long, stands almost finished and complete in my mind, so that I can survey it, like a fine picture or a beautiful statue, at a glance. Nor do I hear in my imagination the parts successively, but I hear them, as it were, all at once."

Mozart's
letter

This letter became a cornerstone of the mythology that grew around Mozart: the brilliant composer did not toil for his musical ideas; he was handed them by a mysterious Higher Power. This account, like countless other popular stories that refer to flashes of genius, can be enough to dissuade any aspiring individual who is not convinced they are a genius connected to God to give up his creative efforts. If you're not born with a once-in-a-generation gift, you don't stand a chance of making your mark.

Letter
was

FAKE!

There is one problem with Mozart's letter: It was a forgery. ★

The portrait of Mozart's inspired brilliance came about as the result of an overly ambitious publisher trying to sell magazines. Johann Rochlitz was a German magazine publisher who had a deep reverence for Mozart and published countless letters and anecdotes that were purportedly from or about Mozart. However, biographers discovered that many of his stories were exaggerated, and some, such as this letter, were wholly fabricated.

Nevertheless, the myth took hold. A few hundred years later, the conception of Mozart is still deeply ingrained in our consciousness.

In reality, Mozart worked long hours in a highly iterative, backward process. He described a set of steps for the "framing"

Once you highlight a passage, go back to the inside of the front cover and jot the page # and a few words describing the text.

If you put a star next to a highlighted passage, put a star next to it in your table of contents as well.

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(8) Myth about the famous
Beatles song

★ (23) Letter about Mozart's
creative process was fake

This way you aren't just reading & highlighting passages, but rather you're actively recalling what you've learned. These takeaways will come in handy later as well.

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- Many stories around creative geniuses aren't completely true

- Took McCartney 2 years to write a song
- Letter about Mozart was a forgery

- Higher IQ doesn't correlate to more creative ideas past an IQ of 104

6) Review before reading

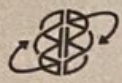
Let's say it's the next day.

Before you start reading again, take a few minutes to remember what you learned from your last reading session.

If you're having trouble, review your highlights & chapter takeaways.

(tip from "Limitless" by [@jimkwik](#))

people don't schedule? Their personal growth and development. If it's not on your calendar, there's a good chance it's not getting done. It's too easy for the day to slip by with you "forgetting" to work out your body and brain.



KWIK START

Take out your calendar and enter your Limitless readings for the next seven days. Label these LIMITLESS ME, GENIUS TIME, BRAIN TRAINING, CONVERSATIONS WITH JIM, or anything else provocative enough to guarantee that you'll keep this date on your calendar.

R is for Review

One of the best ways to reduce the effects of the forgetting curve is to actively recall what you learned with spaced repetition. You are better able to retain information by reviewing in multiple spread-out sessions. Going over the material at intervals increases our brain's ability to remember it. To leverage this principle, before you begin your reading session take a moment, if only a few minutes, to actively retrieve what you learned the session before. Your brain will give greater value to the reviewed material and prime your mind for what's to come.



KWIK START ✨

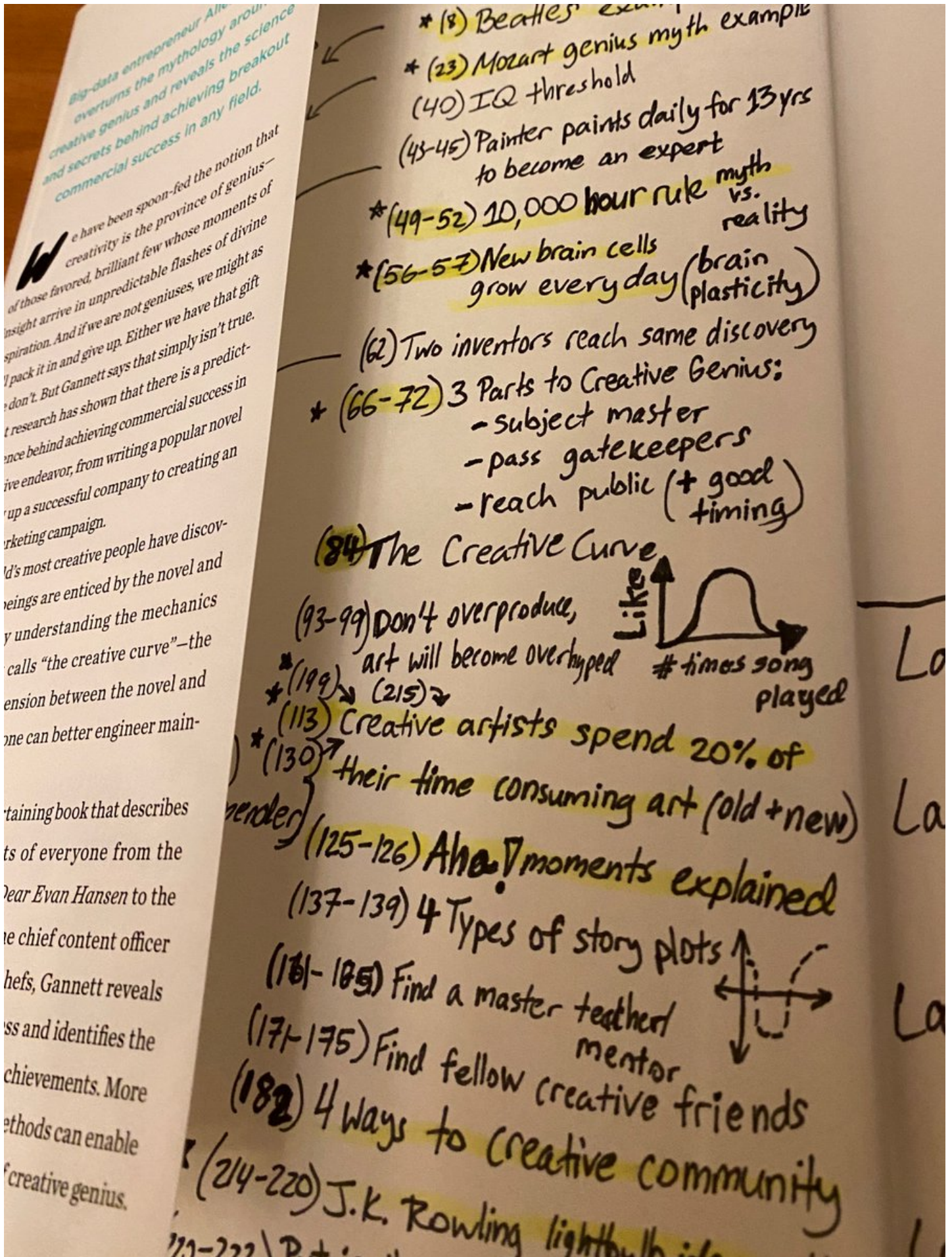
Before each reading, take a few minutes to talk about or write what you remember from the previous reading.

CHOOSE WISELY

The French philosopher Jean-Paul Sartre noted that, "Life is C between B and D," meaning that the life we live is the choices we make between the "B" of birth and the "D" of death. The profound simplicity of that...

7) Repeat steps 2-6 until you finish the book

Once done you're done with the book, your table of contents will look something like this.

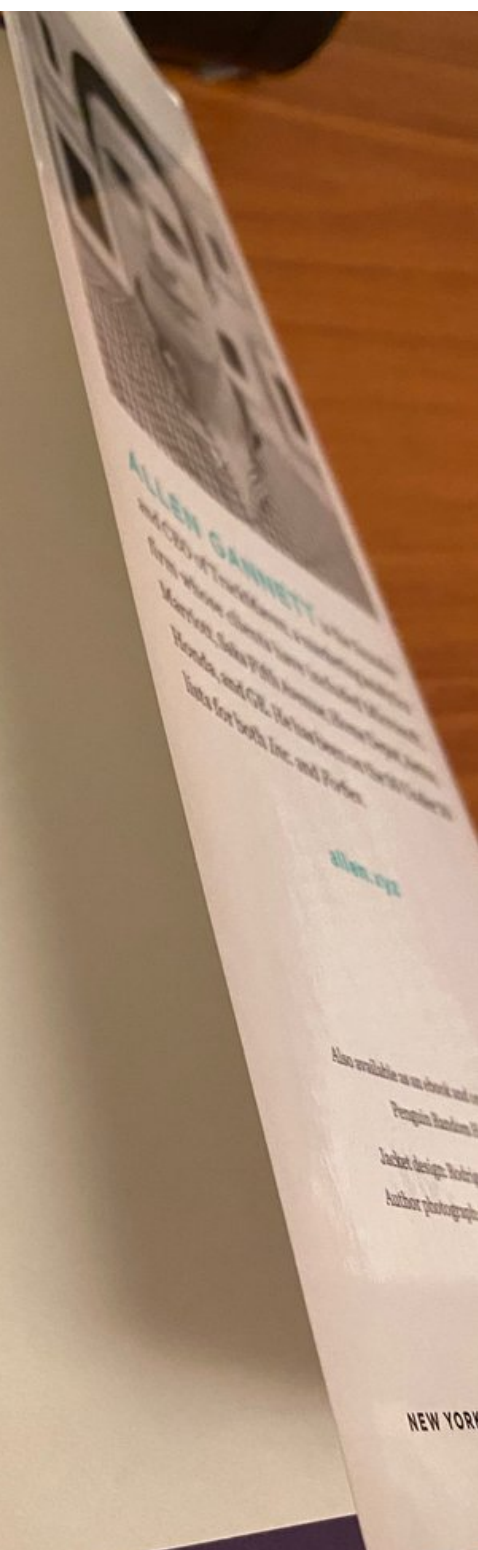


8) Date, signed, rated

On the inside of the back cover, write the date you finished the book, sign your name, & give it a rating.

5/5 ★

9/28/20 Alex W.



ALLEN CANNETT
and GUY WATSON
From whose classic 1966 Penguin book
America's Sales #1 Penguin (Illustrated) Penguin
Books, and GE. The new Penguin Penguin
Books for both US and UK

Also available as an ebook and
Penguin Random House
Jacket design: Robert
Author photographs

NEW YORK

Use the left side of the back cover to write down the overall key takeaways of the book.

Go back to the chapter takeaways you wrote & pick out the ones most insightful to you.

Key Takeaways

- Many of the famous stories we hear about creative geniuses aren't true or don't talk about all the hardwork that was involved
- ~~✖~~ If you have an IQ of 104 or more, you have the same potential to come up with original ideas as "creative geniuses"
- The 10,000 hour rule is a myth
 - You need purposeful practice & it depends on the activity (newer activity = less hours)
- The best creative ideas have a balance of new and familiar (too new = ahead of your time)
(too familiar = cliché)
- The ~~4~~ Laws of Creative Success:
 - 1) Consumption
 - 2) Imitation
 - 3) Creative communities
 - 4) Iteration

Knowledge is only potential power. You need to make it actionable to make a difference.

Think of ways you can apply the lessons and knowledge you learned by turning it into actionable advice on the inside of the back cover.

Actionable Advice

- Spend 20% of your time consuming ~~your~~ content in your field
- Make time for deliberate practice
- Master the rules before you try to break them (copy the greats and learn from them)
Then add a personal touch
- Find your creative community
 - A mentor / teacher
 - Collaborator
 - Muse
 - Promoter
- Talk to customers/consumers to get feedback about your work
- Retine and improve constantly

5/5 ★

9/28/20 Alex W.

There's a more detailed version to come but in terms of the 80/20 rule, this 20% of work will give you 80% of the results.

What's your reading & note taking process?

PS: On the off chance this goes viral, the working title is A.N.T.S:

- Alex's Note-Taking Strategy

PPS: Every week I write a free newsletter where I share:

- The book I'm reading
- Actionable advice from it
- Reading tips & podcast updates

Consider joining 2,000+ readers here: <https://t.co/7IQSijvU59>