Twitter Thread by Justin Mikolay ■



Justin Mikolay ■
@jmikolay



I summarized everything I've ever written about writing and creativity.

Behold: a big idea summary for readers and thinkers, artists and creators. (thread)

It's not about you…
■It's about ideas
■It's about the message
■It's about how you send it

Creating is like…
■Having your ego surgically removed one day
■Replaced the next
■And then removed the day after, in a continuous cycle

Don't waste your audience's time…
■Create a worthy product before you show it
■Ask yourself whether you can make it any better
■Enjoy what the work itself is teaching you

Don't write words, play with ideas…
■Concentrate on themes
■Consider how they're organized
■Recognize images people use to express them

We don't will ourselves to like a subject, we're simply aware of it at first…
■The closer we observe the more we learn
■The more we learn the more interested we become
■The more interested we become the closer we observe, in a virtuous circle

The only way to create something new is to go through a painful, deliberate creative process…

■Organize your thoughts
■Reflect them back to yourself in written form

■Resolve and structure ideas in a logical order

Repeat stages 1-3

Note: the strategy that works in one stage of the creative process causes failure in the next

■Make new parts (create)
■Remove favorite parts (delete)
■Publish and get feedback (stop deleting and share)

Repeat stages 1-3

Keep your creative process simple:

■Build on the ideas of others
■Put something new into the world

Repeat stages 1-2

Need creative assistance?
■Print Orwell's "Politics and the English Language"
■Cut out one sentence and tape it to your desk
■"Let the meaning choose the word, and not the other way around"
■Look at it every time you're stuck and need to find the right thought

To create something compelling…

■Put bigger ideas in a smaller package

To create something attractive…

■Make the ideas simple and universal at the same time

Focus on process more than output…
■Refine what you create to the asymptote
■Throw the output back into the process
■Create things. Create more things from those things (the more products you refine, the more products you combine, in a cycle).

No one cares about the last thing or the thing before that…
■The main thing is the next thing
■Simply make outputs faster than you deplete inputs

A product is not refined from crude oil to super premium in one step…
■Your first draft is the product of extraction (rich sources).
■Your published draft is the products of editing (refined products).

■Your masterpiece is the products of refined products (premium products).

Convert content into a format you love...
■Force choices
■Structure ideas
■Reward quality
■Constrain yourself
■Mandate discovery
■Strip away distractions

Don’t think about what you’re creating…
■Think about leaving a message
■And then *discover* what you’re creating
■By resolving underlying ideas into a self-evident structure

Amateurs think about entertaining an audience…
■Professionals think about moving an audience from one point of view to another

Remember, reading, thinking, and writing are three *processes* within a larger creative process…
■Reading is the process of filling yourself with ideas
■Thinking is the process of clarifying and ordering ideas
■Writing is the process of reflecting ideas back to yourself

Write what you mean…
■Don’t overreach
■Don’t make a grab for insight
■Don’t write something memorable
■Don’t write because you like the way it sounds
■Don’t search for a phrase at the expense of an idea

Apply these principles of communication…
■Convey your intended ideas, and none more
■Speak only when you have something to say
■Speak such that you cannot be misunderstood
■Leave your audience with an unmistakable single headline

If the quality of the things you write is compelling, the value of the things you write is compounding…
■Share ideas in the spirit of helping others
■Apply them in a continuous cycle of learning

Find the rest here...

And follow me if you want more big idea summaries!

https://t.co/DaIND5p1Cj