

# Ignore Everybody: and 39 Other Keys to Creativity

By Hugh MacLeod

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## Ignore Everybody: and 39 Other Keys to Creativity By Hugh MacLeod

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. Those cartoons eventually led to a popular blog-gapingvoid.com-and a reputation for pithy insight and humor, in both words and pictures. 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? Ignore Everybody expands on MacLeod's sharpest insights, wittiest cartoons, and most useful advice. For example: -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 forty keys to creativity, you will be ready to unlock your own brilliance and unleash it on the world.

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### Editorial Review

Amazon.com Review

#### Book Description

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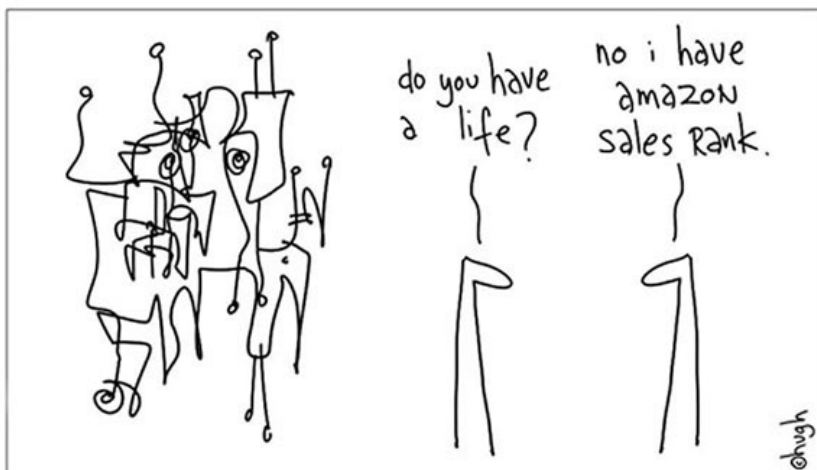
MacLeod has opinions on everything from marketing to the meaning of life, but one of his main subjects is creativity. How do new ideas emerge in a cynical, risk-averse world? Where does inspiration come from? What does it take to make a living as a creative person?

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.

### Amazon Exclusive: Author Hugh MacLeod on Having a Life



## Review

"William Dufres reads with humor and liveliness as he shares the author's argument for creativity in a complicated world and steps for personal creativity." ---AudioFile

## About the Author

**Hugh MacLeod** worked as an advertising copywriter for more than a decade, while developing his skills as a cartoonist and pundit. His blog is Gaping Void, and more than a million people have downloaded the original post that inspired this book, "How to be Creative." He also lectures and consults on Web 2.0 and its impact on business.

## Users Review

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#### **David Robinson:**

Information is provisions for folks to get better life, information these days can get by anyone on everywhere. The information can be a understanding or any news even a huge concern. What people must be consider while those information which is in the former life are hard to be find than now could be taking seriously which one is acceptable to believe or which one the particular resource are convinced. If you find the unstable resource then you obtain it as your main information you will have huge disadvantage for you. All those possibilities will not happen within you if you take Ignore Everybody: and 39 Other Keys to Creativity as the daily resource information.

#### **Karen Plum:**

Playing with family in the park, coming to see the sea world or hanging out with buddies is thing that usually you will have done when you have spare time, after that why you don't try point that really opposite from that. One particular activity that make you not feeling tired but still relaxing, trilling like on roller coaster you have been ride on and with addition info. Even you love Ignore Everybody: and 39 Other Keys to Creativity, you could enjoy both. It is fine combination right, you still wish to miss it? What kind of hangout type is it? Oh come on its mind hangout fellas. What? Still don't obtain it, oh come on its identified as reading friends.

#### **Kathleen Blackwood:**

Ignore Everybody: and 39 Other Keys to Creativity can be one of your beginning books that are good idea. All of us recommend that straight away because this reserve has good vocabulary that may increase your knowledge in vocab, easy to understand, bit entertaining however delivering the information. The article author giving his/her effort that will put every word into joy arrangement in writing Ignore Everybody: and 39 Other Keys to Creativity nevertheless doesn't forget the main stage, giving the reader the hottest along with based confirm resource facts that maybe you can be certainly one of it. This great information may drawn you into brand new stage of crucial imagining.

**Lyndsey Lafferty:**

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