

Get Your Ass Out There

You can't sit behind a walled garden becoming an expert before you reveal your stuff to the world.

No one hides for a decade, refining and refining, then releases a completed magnum opus to the world. It will suck.

Give, give, give, ship, ship, ship, create, create, create, work, work, work, repeat, repeat, repeat. Get your stuff out there. Do your work loud. Be in the world. Be findable. Get feedback from the market.

Get off your ass and out of your head.