

Just Keep Working

The fewer shiny objects that attract your attention, the better.

To be sure, some of those shiny objects turn out to be awesome, big wins. But it doesn't matter. They'll find you if you do your work. If you keep scanning the horizon to find and chase them, you'll never get work done, so even if you catch one you won't be able to take advantage.

Just do the day's work, then move on to the next day's work again and again and again. Never stop, never die.

The compounding effect of making yourself better every day and shipping something will lead to more shiny objects than you could ever hope to amass by chasing them.

Head down, work done, on to the next one.