

Sound the Alarm, Swing the Axe

If your message can't be misunderstood, I strongly doubt if it's any good.

People will beg you to make your philosophy safe, but they'll hit the snooze button on your ideas as soon as you do.

We complain about alarms, but there's a reason why we use them to wake ourselves up.

A good idea is one that serves the same function as Kafka's observation regarding a good book: to "be the axe for the frozen sea within us."

Don't make us comfortable. Make us feel alive.