

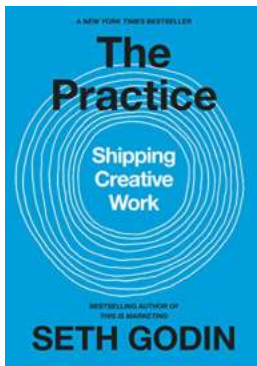
# The Practice of Shipping Creative Work: Unleashing Your Full Potential



Creating amazing content, whether it's a piece of writing, a design, a painting, or a song, is just the beginning of the creative journey. In order to truly make an impact, you need to ship your work, deliver it to the world and let it shine. This concept might seem simple, but the practice of shipping creative work is an art in and of itself, requiring skill, commitment, and discipline.

## What Does Shipping Creative Work Mean?

Shipping creative work refers to the process of finalizing your artistic efforts and making them available to your intended audience. It is the act of completing your project, stepping away from the drawing board, and sharing your work with others. This step is crucial for growth and success in any creative endeavor, whether you are an artist, a writer, a musician, or any other creative professional.



## The Practice: Shipping Creative Work

by Seth Godin (Kindle Edition)

★★★★☆ 4.6 out of 5

Language : English  
File size : 3108 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
X-Ray : Enabled  
Word Wise : Enabled  
Print length : 271 pages



### The Fear of Shipping

Shipping creative work can be daunting and intimidating for many reasons. The fear of failure, criticism, and rejection can hold even the most talented creators back. Perfectionism often gets in the way, making it difficult to ever feel like a piece of work is truly ready for release. However, it is important to remember that no piece of creative work is ever truly complete - it can always be improved. By constantly refining and perfecting your craft, you will only stagnate and miss out on valuable opportunities for growth.

### Overcoming the Fear and Embracing Shipping

To overcome the fear of shipping, you need to shift your mindset and view shipping as an essential part of the creative process. Understand that your work will never be perfect, but that it is still valuable and has the potential to make an impact. Embrace the concept of "done is better than perfect" and focus on delivering your work to your audience rather than endlessly tweaking it in isolation.

## **The Benefits of Shipping**

Shipping your work comes with numerous benefits that can propel your creative career forward:

### **Feedback and Growth:**

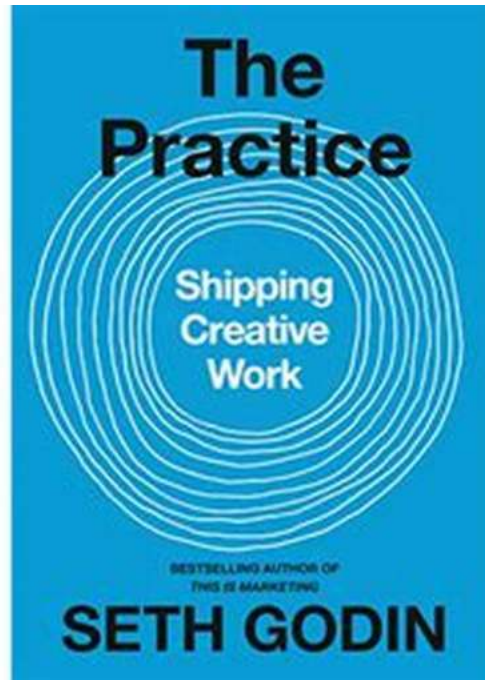
When you ship your work, you open yourself up to receive feedback from your audience. Constructive criticism is invaluable for growth as it allows you to identify areas for improvement and develop your skills further.

### **Building a Portfolio:**

Shipping creative work regularly helps you build a portfolio of your work, showcasing your talent and expertise. This portfolio serves as evidence of your abilities and can attract new clients, collaborators, or opportunities.

### **Establishing a Reputation:**

By consistently shipping high-quality work, you establish a reputation as a reliable and skilled creator. This reputation can lead to increased recognition and more opportunities in your field.



## The Practice of Shipping - Tips and Strategies

Now that you understand the importance of shipping creative work, here are some tips and strategies to help you embrace the practice and unleash your full potential:

1. **Set Deadlines:** Establish realistic deadlines for your projects and stick to them. Deadlines create a sense of urgency and prevent perfectionism from taking over.
2. **Break It Down:** If your project feels overwhelming, break it down into smaller, more manageable tasks. This way, you can make progress and celebrate small wins along the way.
3. **Accountability:** Find an accountability partner or join a community of creators who will hold you accountable for shipping your work. This support network will keep you motivated and focused.

4. **Continuous Learning:** Never stop learning and improving. Seek feedback, attend workshops or courses, and prioritize self-development to enhance your skills and knowledge.
5. **Embrace Imperfections:** Remember that imperfections are what make your work unique and human. Embrace them and let go of the idea of perfection. Your audience will appreciate your authenticity.

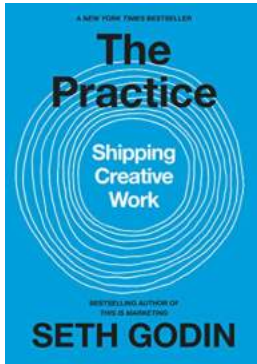
## The Journey Begins Now

Whether you are an aspiring artist or an experienced creative professional, the practice of shipping creative work is essential for growth and success. Embrace shipping as part of your creative journey, and remember that the world is waiting for your unique creations. Don't let fear hold you back - unleash your full potential and ship your work with confidence.



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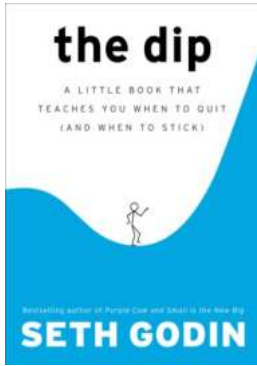


From the bestselling author of Linchpin, Tribes, and The Dip comes an elegant little book that will inspire artists, writers, and entrepreneurs to stretch and commit to putting their best work out into the world.

Creative work doesn't come with a guarantee. But there is a pattern to who succeeds and who doesn't. And engaging in the consistent practice of its pursuit is the best way forward.

Based on the breakthrough Akimbo workshop pioneered by legendary author Seth Godin, *The Practice* will help you get unstuck and find the courage to make and share creative work. Godin insists that writer's block is a myth, that consistency is far more important than authenticity, and that experiencing the imposter syndrome is a sign that you're a well-adjusted human. Most of all, he shows you what it takes to turn your passion from a private distraction to a productive contribution, the one you've been seeking to share all along.

With this book as your guide, you'll learn to dance with your fear. To take the risks worth taking. And to embrace the empathy required to make work that contributes with authenticity and joy.



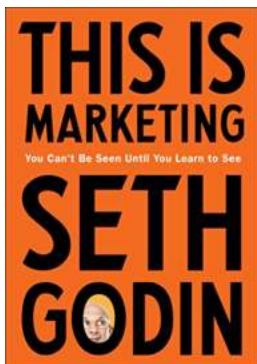
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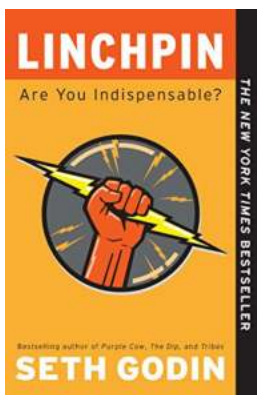
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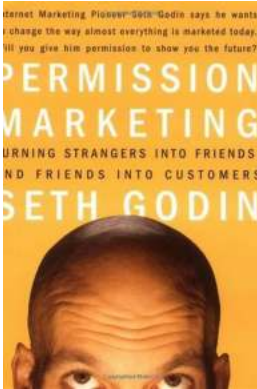
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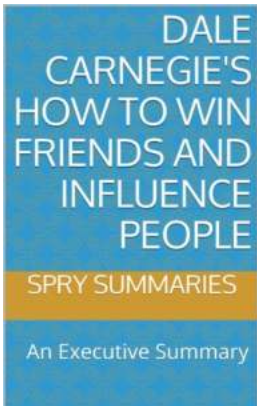
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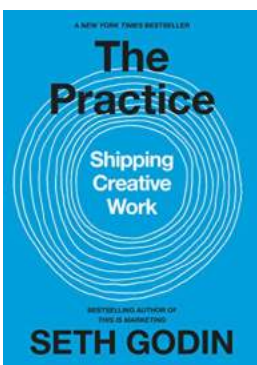
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