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The humility of the artist

It seems arrogant to say, "perhaps this isn't for you."

When the critic pans your work, or the prospect hears your offer but doesn't buy, the artist responds, "that's okay, it's not for you." She doesn't wheedle or flip-flop or go into high pressure mode. She treats different people differently, understands that she is working to delight the weird, not please the masses, and walks away.

Isn't that arrogant?

No. It's arrogant to assume that you've made something so extraordinary that everyone everywhere should embrace it. Our best work can't possibly appeal to the average masses, only our average work can.

Finding the humility to happily walk away from those that don't get it unlocks our ability to do great work.

JANUARY 19, 2014



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