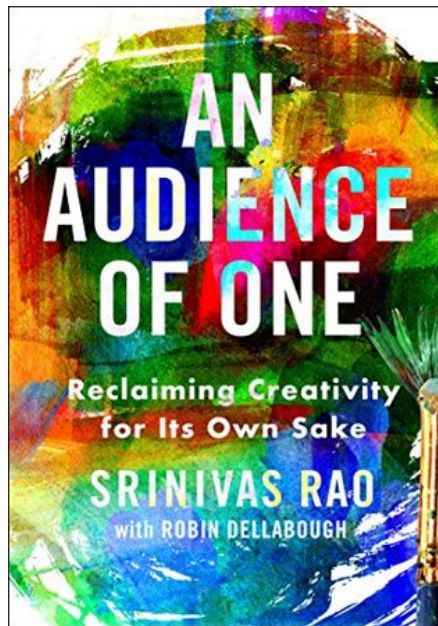




An Audience of One: Reclaiming Creativity for Its Own Sake

Srinivas Rao

[Download now](#)

[Read Online](#) ➔

An Audience of One: Reclaiming Creativity for Its Own Sake

Srinivas Rao

An Audience of One: Reclaiming Creativity for Its Own Sake Srinivas Rao

The creator of the Unmistakable Creative podcast makes a counterintuitive argument: By focusing your creative work on pleasing yourself, you can increase your productivity, happiness, and (eventually, paradoxically) the size of your audience.

Creating for your own pleasure--whether you're writing a novel, composing songs, or painting a landscape--can seem pointless. It's tempting to focus on pursuing money and fame, rather than the process itself. But as Sriniv Rao warns, creating then turns into a chore that can harm your self-esteem and suck the pleasure out of life, rather than being a source of joy.

Rao, host of the podcast The Unmistakable Creative, argues that we should counter this thinking by intentionally creating art for ourselves alone--an audience of one. In this book he shares the fascinating true stories of creatives who took this path, along with actionable tips and the research of creativity experts. You'll learn, for example:

- * How Oprah's intentional focus on her own work rather than the opinions of everyone else catapulted her into one of the most popular talk shows of all time.
- * How being process-driven can not only help you produce more work, but can make you happier outside of your creative time.
- * How to put together a creative "team of rivals" whose feedback can help you hone your craft and filter out useless feedback.

By playing to an audience of one, we can find more happiness, increased productivity, and a greater sense of community.

An Audience of One: Reclaiming Creativity for Its Own Sake Details

Date : Published August 7th 2018 by Portfolio

ISBN :

Author : Srinivas Rao

Format : Kindle Edition 224 pages

Genre : Nonfiction, Language, Writing

 [Download An Audience of One: Reclaiming Creativity for Its Own S ...pdf](#)

 [Read Online An Audience of One: Reclaiming Creativity for Its Own ...pdf](#)

Download and Read Free Online An Audience of One: Reclaiming Creativity for Its Own Sake
Srinivas Rao

From Reader Review An Audience of One: Reclaiming Creativity for Its Own Sake for online ebook

Savannah Wooten says

Read it in two days - loved it. Practical & guiding for anyone, even if you don't consider your career or your hobbies "creative"

Jess says

Rao really brings it home here. If you are creating things, you need to know your audience. Rao takes the stance that your audience should be you. YOU. Not some nameless they or a large public. By creating art or whatever that makes you happy, you are authentic and able to improve and grow in a way that will ultimately make what you create better.

Emma Sea says

i didn't really enjoy this. the best stuff was in the first (pre-viewable) 10% and I found a *lot* of the rest of the book was quoting from other writers/artists e.g. Artist's Way, White Hot Truth,

e.g.

"If you commit to a lifetime of creative practice—"everything you create, contribute, affect and impact" and "the personal legacy you leave at the end of your life, including all the tangible and intangible things you've created"—you'll build what author and speaker Pamela Slim describes as a body of work."

"Jon Levy, author of The 2 AM Principle, started a Manhattan series called the Influencers Dinner."

"One of the simplest, most profound statements I've ever heard about support came from author Colin Wright, who said, "You want someone who gives you wings, not someone who is an anchor.""

"In their book How Google Works, Jonathan Rosenberg and Eric Schmidt made the following observation"

I also thought a lot of the contents seemed like name-dropping of guests from Rao's podcast. I guess this is normal, but it does start to feel like "I promote you, how 'bout you promote me" after a while.

I do not rec, and I'm disappointed I pre-ordered this. 1.5 stars
Book runs to 78%.

Shivani Gupta says

nice one to keep you motivated on your track of creative production.

Jung says

Don't try to create for the approval of a hypothetical audience in your head. Create for yourself and for the joy that comes from the creative process and turning your ideas into reality. In order to get closer to your unique creative voice, you should listen to what your body and mind need in order to function well and think clearly. You should also keep your environment free of toxic and distracting influences. Finally, it helps to be part of a supportive community and be mindful of the influences you take from it.

Samer Chidiac says

When you read a book written by a blogger or a podcaster, you often find a trend in the style... You feel he or she is talking to you in person, and the secret to that is the same secret that massively successful artists, writers have in common... The secret is that the Original Audience for his work was Only One Person... Himself.

"An Audience of One" is a simple read about creativity and how you should be the number one Fan of your own work. Along with some useful tips and tricks that you can use that range from health to productivity to a lot more (pretty much like what a blogger / podcaster does).

An interesting read.

Fabricio Rigotto says

Not outstanding but i was able to get good insights. It is more a reunion of other people's knowledge versus new stuff, but organized in an enjoyable way. Good apps recommendations and resources part on the end.

Michael Huang says

The book argues for an attitude of being creative for its own sake and some tips about how to be creative.

First and foremost, don't even think about the audience. Create for your self and not for acceptance. Don't do it for money and you may be successfully more quickly.

In the process of creation, use the right type of music, form the right routine, exercise, and cut distractions. All these help to get into flow.
