

NOTES FROM: *The Practice*, by Seth Godin

SUMMARY: Seth Godin has been telling people to “leap” for years; to be “remarkable,” and to go “make a ruckus,” and so I kinda thought that this book would be more of the same. Now, I love Seth Godin, but I don’t know what I expected. This book exceeded whatever expectations I had though!

Yes, there’s the same general “core” message of the importance of starting, of standing up and *going for it* instead of waiting to be picked, etc., but there are a ton of other cool insights here as well.

The Practice is still certainly a “beginner” book, but really, masters are just those who have mastered the fundamentals, so I’m definitely glad I read it and I’m happy for all the reminders, on top of the things that I was reading for the first time.

I’ll admit something too: It felt kinda good to be the “professional” that he was talking about! For years I’ve been doing the things that he’s been suggesting that others do, and you know what? It got me somewhere. I’m moving along the path to mastery, achievement, and consummate professionalism, and a good deal of the reason for that was because I read a bunch of books like Godin’s.

“The Practice” is something that you get up and do every day, because you’re committed to forward progress, and because you want to see how good you can become. I committed to that never-ending process years ago, and, while I’m nowhere near where I *want* to be, I’m a lot further ahead than I would have been without Godin and his books.

“A genius is the one most like himself.”

The Bhagavad-Gita: “It is better to follow your own path, however imperfectly, than to follow someone else’s perfectly.”

“The renewal of societies and organizations can go forward only if someone cares.”

“Art is something we get to do for other people.”

“Attitudes are skills.”

“Your work is too important to be left to how you feel today.”

“The story we tell ourselves leads to the actions we take.”

“If anyone can do it, then we’ll just hire anyone.”

“I thought the song would be a flop, but I also thought it was brilliant.”

“Once you begin, you are.”

“Time is fleeting and you only get today once.”

“External success only exists to fuel our ability to do the work again.”

“Could you rewrite one paragraph of Fahrenheit 451 and make it better than Bradbury’s version? Could you write one new page for the screenplay of The Matrix? Can you play just one note on the clarinet that’s worth listening to? Instead of focusing on a masterpiece, ask yourself, ‘What’s the smallest unit of available genius? What’s the bar of music, the typed phrase, the personal human interaction that makes a difference? Don’t worry about changing the world. First, focus on making something worth sharing. How small can you make it and still do something you’re proud of?’”

“Good needs to be defined before you begin. What’s it for and who’s it for? If it achieves its mission, then it’s good. If it doesn’t, then either you were unlucky, incorrect, or perhaps, what you created didn’t match what you set out to do. And yes, there’s a huge gap between ‘good’ and ‘as good as it could be.’ It’s likely we’ll never bridge that gap.”

“The only way to know that it’s an edge is to cross it.”

“Life is on the wire, the rest is just waiting.”