CRAFT:

WHEN GOOD WRITING JUST ISN'T GOOD ENOUGH

by Jeff Goins
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DEFINITION:

An activity involving skill in making things by hand.

Fame or success?

“Why don’t you write books people can read?”
—Nora Joyce

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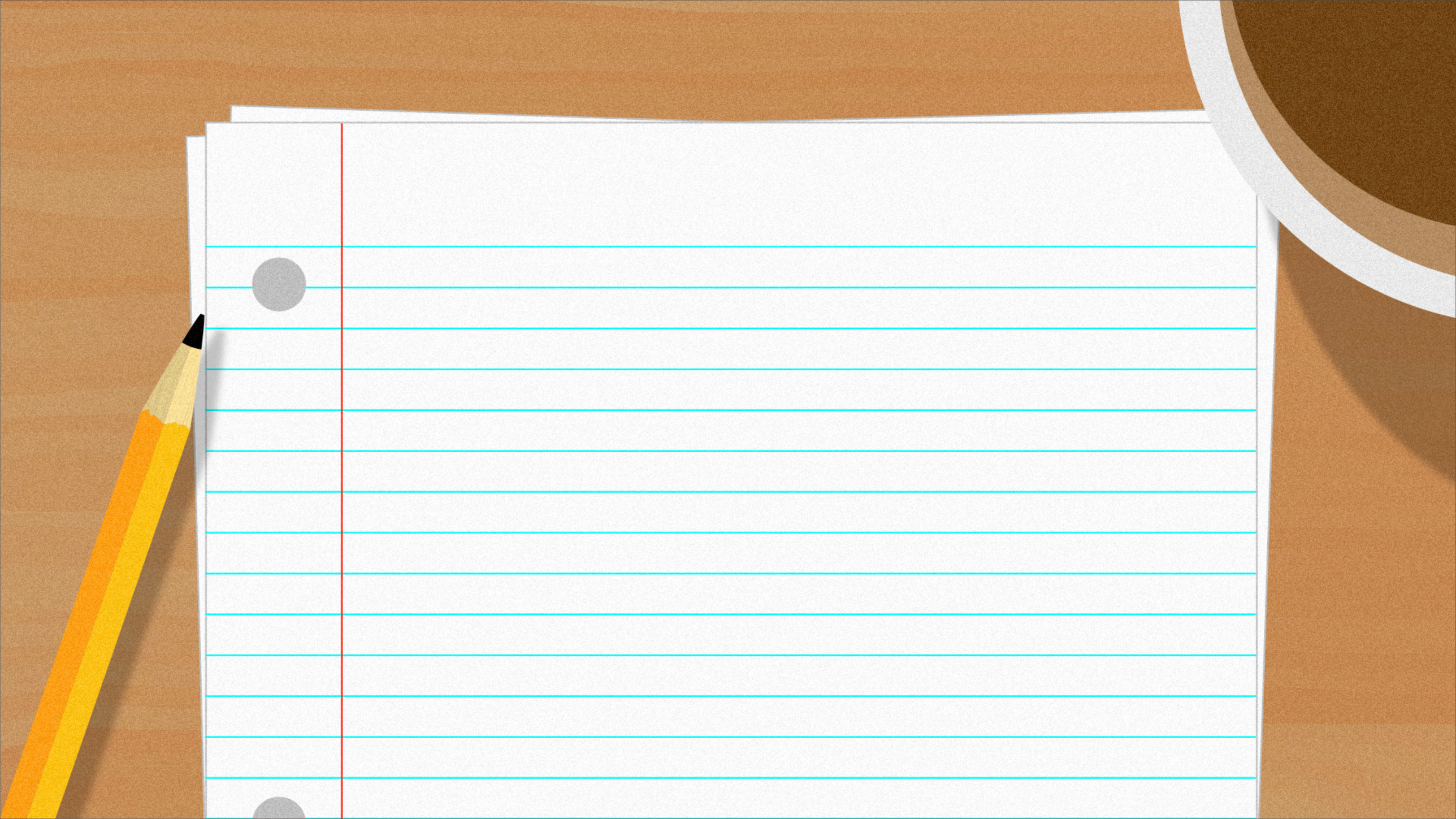

CHALLENGE #1:

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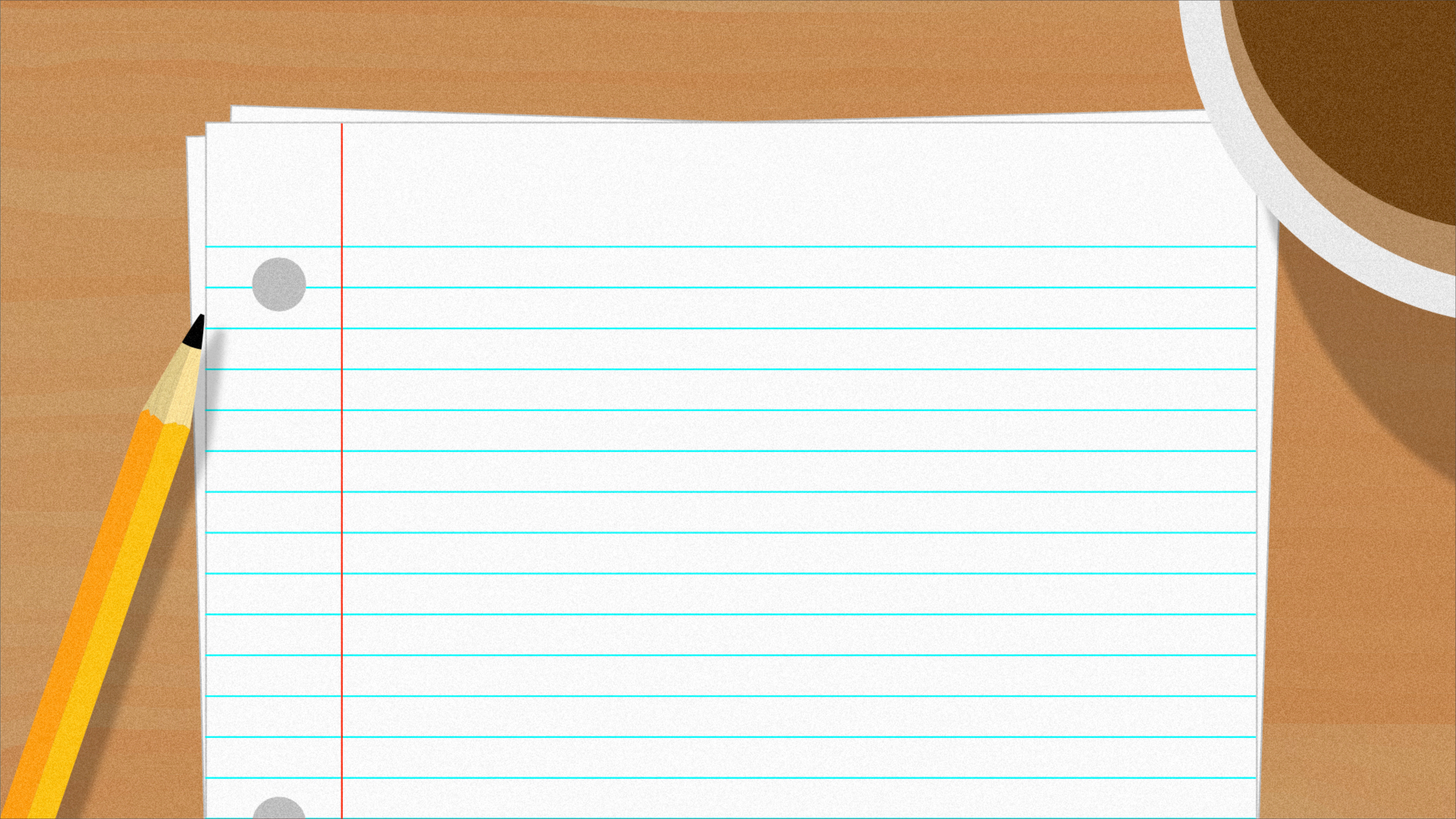
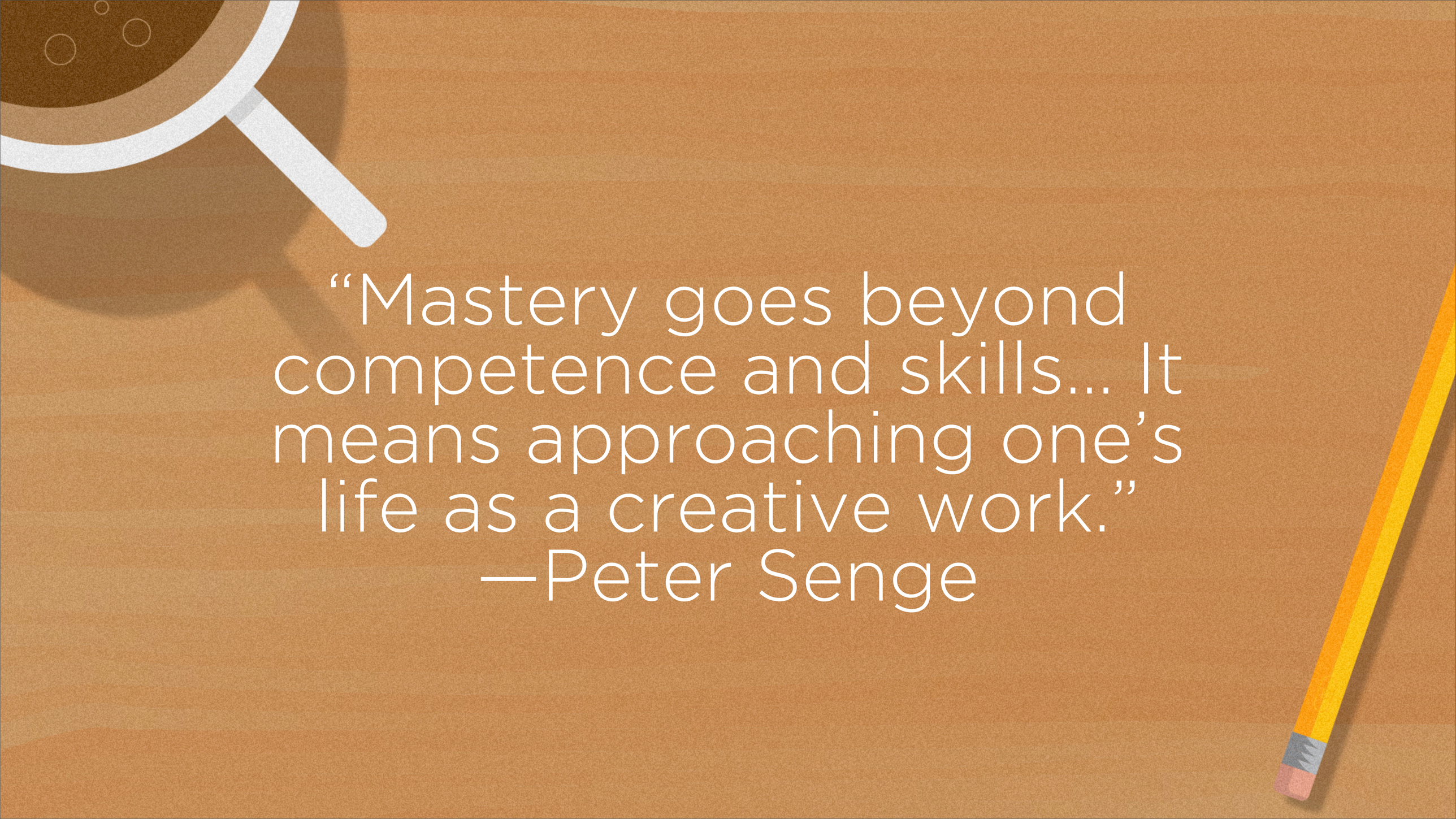
Choose your legacy.

Passion or pay check?

“I write because I don't know what I think until I read what I say.”
—Flannery O’Connor



Good enough or great?


“Mastery goes beyond competence and skills… It means approaching one’s life as a creative work.”
—Peter Senge

CHALLENGE #3:
Find an honest friend.

I am afraid to _____.

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