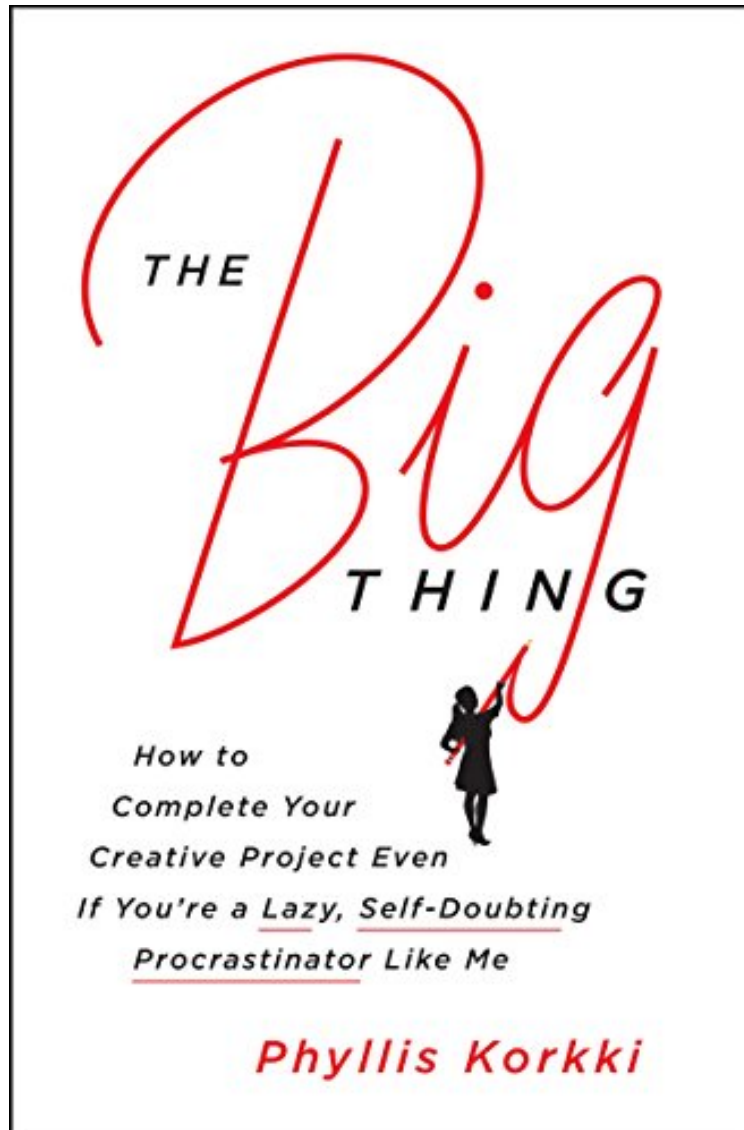


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# The Big Thing: How to Complete Your Creative Project Even if You're a Lazy, Self-Doubting Procrastinator Like Me

*Phyllis Korkki*

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**Phyllis Korkki : The Big Thing: How to Complete Your Creative Project Even if You're a Lazy, Self-Doubting Procrastinator Like Me** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Big Thing: How to Complete Your Creative Project Even if You're a Lazy, Self-Doubting Procrastinator Like Me:

1 of 1 people found the following review helpful. Full of Helpful, Subtle GuidanceBy Kathleen A. FlynnI enjoyed this

book a lot, as someone who recently finished a Big Thing of my own and is trying to find the courage to start another. Many of the author's struggles really resonated with me: how to establish a routine to work on a large, initially formless project, how to deal with the anxiety that the thing in reality will never be as good as it was in your imagination, how to integrate this secret life of creative work with the need to earn a living. Some reviewers seem to have been annoyed that this wasn't more of a step-by-step, how-to guide, or irked that the author talked too much about herself. But these objections seem to me to miss the point of the book: That no one can give you a set of instructions like that, because the only way to learn to do a thing like this is to actually do it. Korkki shows us "how" in the only possible way one can, by example. 0 of 0 people found the following review helpful. Four Stars By Victoria Vinton Inspiring without being condescending. A slightly new look. Thumbs up. 25 of 26 people found the following review helpful. I Wanted to Love this Book By Susan G. Phyllis Korkki has written a book that is mostly about Phyllis Korkki. It should have been a memoir. It's not a self-help book. The scattered examples of other people who have successfully accomplished their "big thing" are interesting and done via professional interviews that were much easier for her to get than the average person who is not employed full-time by the New York Times. That Korkki is technically a good writer and editor is obvious, but that is just not enough to save this book. I am the perfect reader for *The Big Thing*, having successfully completed *NaNoWriMo* twice, and going on a year staring into space, beaten down, lazy and unproductive for my true BIG THING. Where's my motivation?! How do I get back on track? Should I just give up or beat myself up? Can this BIG THING really be saved? I got no answers from Phyllis Korkki and only became motivated to write this review.

A New York Times business journalist explains why it's important for people to pursue big creative projects, and identifies both the obstacles and the productive habits that emerge on the path to completion—including her own experience writing this book. Whether it's the Great American Novel or a groundbreaking new app, many people want to create a Big Thing, but finding the motivation to get started, let alone complete the work, can be daunting. In *The Big Thing*, New York Times business writer and editor Phyllis Korkki combines real-life stories, science, and insights from her own experience to illuminate the factors that drive people to complete big creative projects—and the obstacles that threaten to derail success. In the course of creating her own Big Thing—this book—Korkki explores the individual and collaborative projects of others: from memoirs, art installations, and musical works to theater productions, small businesses, and charities. She identifies the main aspects of a Big Thing, including meaningful goals, focus and effort, the difficulties posed by the demands of everyday life, and the high risk of failure and disappointment. Korkki also breaks down components of the creative process and the characteristics that define it, and offers her thoughts on avoiding procrastination, staying motivated, scheduling a routine, and overcoming self-doubt and the restrictions of a day job. Filled with inspiring stories, practical advice, and a refreshing dose of honesty, *The Big Thing* doesn't minimize the negative side of such pursuits—including the fact that big projects are hard to complete and raise difficult questions about one's self-worth. Inspiring, wise, humorous, and good-natured, *The Big Thing* is a meditation on the importance of self-expression and purpose.

"A candid look at why we keep our foot on the brakes with our most important ideas—and how to convince ourselves to step on the gas." (Adam Grant, Wharton professor and New York Times bestselling author of *Originals* and *Give and Take*) "This is a profound book, suffused with insight into the creative process and empathy for the chronically blocked and uncertain among us. Essential reading for anyone who has struggled to make progress on a cherished personal project." (Mason Currey, author of *Daily Rituals: How Artists Work*) "So many people end up making a millimeter progress in a million directions instead of bringing forth the masterpiece that is within them. In *The Big Thing* Phyllis Korkki shares a personal treatise into why we struggle in this way—and, importantly, what we can do about it." (Greg McKeown, New York Times bestselling author of *Essentialism: The Disciplined Pursuit of Less*) "A deeply practical guide to doing something that will last long after you're gone, *The Big Thing* is loaded with tips, stories, and research. If you have something important to share with the world, *The Big Thing* will inspire you to get it done." (Tom Rath, Author of the New York Times Bestseller *StrengthsFinder 2.0*) [Korkki's] thoroughly researched stories, intriguing interviews, and self-deprecating style create a fun, thought-provoking read. If you enjoy good journalism and want to create a big thing of your own, read this book. (Booklist) From the Back Cover Phyllis Korkki, a New York Times journalist, explains why it's important for people to pursue big creative projects and identifies both the obstacles and the productive habits that emerge on the path to completion—including those she experienced writing this book. Whether it's the Great American Novel or a groundbreaking new app, many people want to create a Big Thing, but finding the motivation to get started, let alone complete the work, can be daunting. In *The Big Thing*, New York Times business writer and editor Phyllis Korkki combines real-life stories, science, and insights from her own experience to illuminate the factors that drive people to complete big creative projects—and the obstacles that threaten to derail success. While discussing her own Big Thing—the book you're holding now—Korkki explores the individual and collaborative endeavors of others: from memoirs, art installations, and musical works to theater productions, small

businesses, and charities. She identifies the main aspects of a Big Thing, including meaningful goals, focus and effort, the difficulties posed by the demands of everyday life, and the high risk of failure and disappointment. Korkki also breaks down components of the creative process and the characteristics that define it, and offers her thoughts on avoiding procrastination, staying motivated, scheduling a routine, and overcoming self-doubt and the restrictions of a day job. With a refreshing dose of honesty, *The Big Thing* doesn't minimize the negative side of such pursuits—including the fact that big projects are hard to complete and raise difficult questions about one's self-worth. While many books on the subject of creativity are earnest manuals that make the process sound fun and easy, so long as you follow the rules, *The Big Thing* is a welcome antidote—never sugarcoating the experience or reducing it to simplistic principles, but offering practical insights anyone can use to get started on their own creative project. Inspiring, wise, humorous, and good-natured, *The Big Thing* is a meditation on the importance of self-expression and purpose.

About the Author Phyllis Korkki is an assignment editor and reporter for the New York Times Sunday Business section.