



## Show Your Work!

By Austin Kleon

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In his *New York Times* bestseller *Steal Like an Artist*, Austin Kleon showed readers how to unlock their creativity by “stealing” from the community of other movers and shakers. Now, in an even more forward-thinking and necessary book, he shows how to take that critical next step on a creative journey?getting known.

*Show Your Work!* is about why generosity trumps genius. It’s about getting *findable*, about using the network instead of wasting time “networking.” It’s not self-promotion, it’s self-discovery?let others into your process, then let them steal from you. Filled with illustrations, quotes, stories, and examples, *Show Your Work!* offers ten transformative rules for being open, generous, brave, productive.

In chapters such as **You Don’t Have to Be a Genius; Share Something Small Every Day**; and **Stick Around**, Kleon creates a user’s manual for embracing the communal nature of creativity? what he calls the “ecology of talent.” From broader life lessons about work (you can’t find your voice if you don’t use it) to the etiquette of sharing?and the dangers of oversharing?to the practicalities of Internet life (build a good domain name; give credit when credit is due), it’s an inspiring manifesto for succeeding as any kind of artist or entrepreneur in the digital age.

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## Editorial Review

From [Booklist](#)

Forget the lone genius myth, says Kleon, author of the best-seller, *Steal like an Artist* (2012). His 10-step journey in this beginner's guide to self-promotion emphasizes audience building and explains the how and why of such approaches as thinking about process rather than product, sharing something each day, teaching what you know, learning to take a punch, and developing staying power. Kleon's use of artists' quotes, photographs, and organizational diagrams enhances the text as he reminds readers of how interested people are in the creative process. Become a documentarian . . . start a journal . . . keep a scrapbook . . . see the work you're doing more clearly and feel . . . progress. When you're ready to share, you'll have a surplus of material. Put work out there and let people take their best shot. Then make even more work and keep sharing it until you learn that criticism can't hurt and may help you. And stick with it. Kleon's powerful advice makes this small-format book not-at-all little. --Whitney Scott

Review

"[*Show Your Work* is] timeless; readers can return to it repeatedly throughout life and still glean useful ideas and tips... Anyone starting out (or starting over)...will find upbeat encouragement here."

?*Library Journal*

"Some people are natural self-promoters. For others, it's painfully difficult to put their work out there. In this creatively designed pocket-sized book, Kleon offers the latter group effective strategies that allow them to share their work without leaving their comfort zone.... Kleon's advice is sassy and spot-on."

?*Publishers Weekly*

"[The] subtitle could just as easily be, 'How to Self-promote Without Being a Jerkface.' It's an incredibly useful and compulsively readable short book."

?*Fast Company*

"Kleon addresses with equal parts humility, honesty, and humor one of the quintessential questions of the creative life: How do you get 'discovered'? In some ways, the book is the mirror-image of Kleon's debut ? rather than encouraging you to 'steal' from others... it offers a blueprint to making your work influential enough to be theft-worthy."

?*Brain Pickings*

"A must-read for anyone involved in the creative process."

?*LibraryReads*

"Kleon's powerful advice makes this small-format book not-at-all little."

?*Booklist*

"In this motivating book, packed with smart approaches, ideas and quotes, Kleon teaches you how best to navigate through creative work in the present day. . . . A certain and deserved bestseller."

?*The Bookseller*

“It’s not often that I find myself reviewing a book that I can say has already changed my life. . . . At a crucial turn in this fabulous little wallop of a book comes the simple directive, ‘Share something small every day.’ That ‘something’ oughtn’t be your Instagrammed latte or a selfie, but something ‘useful or interesting’ about your work. Put enough somethings out there, and a lone artist or entrepreneur can soon be a productive part of a creative community.”

?BookPage

## About the Author

Austin Kleon is a writer who draws. He is the author of the *New York Times* bestsellers *Steal Like an Artist* and *Show Your Work!* His work has been featured on NPR’s *Morning Edition*, *PBS Newshour*, and in the *New York Times* and *Wall Street Journal*. He also speaks frequently about creativity in the digital age for such organizations as Pixar, Google, SXSW, TEDx, and *The Economist*. He lives in Austin, Texas, and online at [austinkleon.com](http://austinkleon.com).

## Users Review

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#### Matthew Lyons:

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