

Joining the Dots

The A-Z Handbook on making a success of your creative skills

by Alex Mathers

“The more we know ourselves — what are strengths are, what makes us passionate, and what our values are — the more fluid our work will be. Your audience will be drawn to you when they sense this awareness.”

First, you need to start **understanding the value of what you are making and how it can improve other people’s lives and businesses.**

Alex learned that:

- It’s one’s mindset, not so much the tiny technical details, that makes the greatest difference in determining whether one is a success at this or not
- Though none of us is perfect, how you think consistently will change everything
- Seek to always provide value, rather than to impress
- Be ok with self-promotion, even if it doesn’t feel comfortable

“The more you engage with customers, the clearer things become and the easier it is to determine what you should be doing”

— **John Russell**, *President of Harley Davidson*

- Tracking combined with setting targets can be even more powerful
 - ... by making a note of your wins
 - ... then focus on creating more wins
 - ... by creating a strategy that leads to more
 - ... and seek out win-win deals with people
- Success, growth and ultimately happiness will come to those who seek out and overcome challenges
- Challenge ourselves by aiming high, doing more of what is uncomfortable but ultimately beneficial, and doing what others around you refuse to do
- Be challenge-oriented
- People who improvise do the best of what they can in the moment, given the tools available
- Do something unexpected to continually engage your followers’ interest

“The things worth doing rarely feels easy”