Share a book letter: *The Creative Act*

Subject: *Everyone is a creator*

Dear ……… ,

Rick Rubin, the author of the book The Creative Act, gives us reasons to believe that creativity is for everybody. The Creative Act illuminates the path to creativity, as a road we can all travel. Being a creative person isn’t about your specific output, it’s about your relationship to the world, exploring insights and ideas. To create is to bring something into existence that wasn’t there before. We must observe the world around us and pick up ideas and bring them to life. It is a way of being in the world.

Those who do not engage in the traditional arts often perceive creativity as something extraordinary or beyond their capabilities. They see it as a calling for the special few who are born with these gifts. Fortunately, this is not the case. Creativity is not a rare ability, and it is not difficult to access. Creativity is a fundamental aspect of being human. It’s our birthright, and it’s for all of us. Creativity doesn’t exclusively relate to making art. We all engage in creative acts daily.

If you make a choice of reading classic literature often, rather than reading the news, you will have a more honed sensitivity for recognizing greatness from books, rather than from the media. This applies to every choice we make. Every aspect affects our ability to distinguish good from very good, and very good from great. The objective is not to learn to mimic greatness, but to calibrate our internal meter for greatness. So, we can better make thousands of choices that might ultimately lead to our own great work.

The question is how we get inspired. Inspiration is everywhere. Most of the time we gather information from the world through our five senses. Information that’s most often being transmitted on higher frequencies. We receive messages all the time. It is our work to decipher these signals. We might read a book or watch a movie where one line causes us to pause and rewind. The more open you are, the more clues you will find and the less effort you’ll need to exert.

The practice of listening helps further to build our mindfulness. An ear has no lid, it takes in what surrounds it. When you practice listening with your whole self, you expand the scope of your consciousness. Listening without prejudice is how we learn and grow. The more perspectives we can learn to see, the greater our understanding becomes. Consider how different your experience of the world would be if you engaged every day with the attention you’d give landing a plane.

The concept known as the Beginner’s Mind, can be a fruitful state to embody mindfulness. We must unlearn things, as there is a great power in not-knowing. Innocence brings forth innovation.

What motivates us to work so diligently? We would like to think it’s our enthusiasm. No, energy is not generated by us, we are instead caught by it from the outside world around us. A contagious vitality pulls us forward. All things are interconnected, a work of creation is no different, it generates excitement in you. This energy feels like Love.

*“All that matters is that you are making something you love, to the best of your ability, here and now*”.

Listen to the Podcast, study the Mindmap and the Actions for Impact, then read the Summary for more in-depth insights, ideas, and inspiration. Here is the link to the book.

Enjoy reading and listening.

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Study the *Mindmap* and the *Actions for Impact*, then read the *Summary* for more in-depth insights. Here is the [link](https://globalreadingclub.com/books/the-creative-act) that takes you straight to the book *The Creative Act.*

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *The Creative Act*