

- Thanks for your time
- Fun and informative

The Plan

- Not canned, not PowerPoint -- extemporaneous, active – forklift
- About you, not me, so will take questions
- Escape hatch – short break, then Q & A
- Selfish reason for talk – consulting, publicity
- Unselfish reason – need to share ideas
- Abstract to practical
- Feedback – for me, keeps talk evolving - for you, practical reward (free advice)

Kevin

- Just like you, but did everything wrong
- Geology / Geothermal – Howdy R.
- Tech / Creative writing
- CROW (alienated East Coast)
- Creative writing (alienated West Coast)
- Web site approach

What is an Imaginist?

- Intuitive artist and deductive scientist
- Two things in common
- Imagination (iterative synthesis and analysis) (purpose and process)
- Integrity (intellectual honesty)
- Vision (seeing with two "I"s)
- Synthesis of knower, doer, sayer (narrative separation, initiation, return)
- Square Peg (world of ideas vs. world of relationship hierarchy) – TEPTAE
- EVERYONE potential imaginist -- Genius and genie same root – “tutelary spirit,” “mental endowment peculiar to an individual”

Envision Whirled P's

- Passion (what you love, not what you know)
- Perseverance (determination -- long apprenticeship)
- Patience (jumping the CROW queue – use up passion on the page)
- Perspective -- know thyself, know thy process, know thy reward – Bette Davis
- Precision (endless tinkering – less is more)

Realities

- One step process to comm. success as artist/scientist – become a celebrity
- Two step process to comm. success – nepotism plus mediocrity
- Otherwise – LONG apprenticeship (but best way) – must be 10X better (whirled P's)

Realities II

- It's all about money
- No news is bad news
- No one knows anything

Altitude 1

- Good, never great, artist (low confidence contemptible, over confidence damaging) – fame, fortune, freedom
- LIBerate yourself (Love, Imagine, Believe)
- Break out of prison – escape hatch for self esteem
- Launch Spaghetti
- Don't look back – befuddlement software

Training

- Get advanced degree
- Physical training (Michener - learn to dance)
- Basic training, history of your profession, learn by doing

Focus

- Alternate skills maya (Maugham advice)
- Fashion maya – latest is not better
- Social maya – clubs, etc.
- Media maya
- Jealously guard your time

Managing expectations

- Commercial success rate extremely low – be realistic
- Family expectations – don't talk much about creative projects
- Social expectations – Pico Iyer “weasel”

Day job

- Social
- Active
- Neat and tidy
- Energizing

Marketing

- No more than 20 percent of your time on mktng – shine light on work only
- Motto: Believe in a meritocracy, but exploit the granfalloon
- Contests and contacts
- Relentlessly proactive, positive, professional, polite
- No groveling, no grudges

Thir Di for Vision -- Inspiration

- Shaw – Guided not by principles but by inspiration
- Must feel it before can express it
- Don't compromise ideals, access to inspiration
- Work wherever and however you must

**Locuto The Imaginist
Locuto.com**

Pup Quiz – 5/22/07

27.) What two visionary traits do artists and scientists have in common?

4.) Envision whirled P's.

3.14159.) What did Bette Davis say about sweat?

0.) No one knows ...

- a) the trouble I've seen**
- b) noses like Moses knows noses**
- c) anything**

18.) What does befuddlement software have to do with spaghetti launching?

42.) Name three SANE day jobs.

42.) Name three granfalloon.

42.) What is the Thir Di?