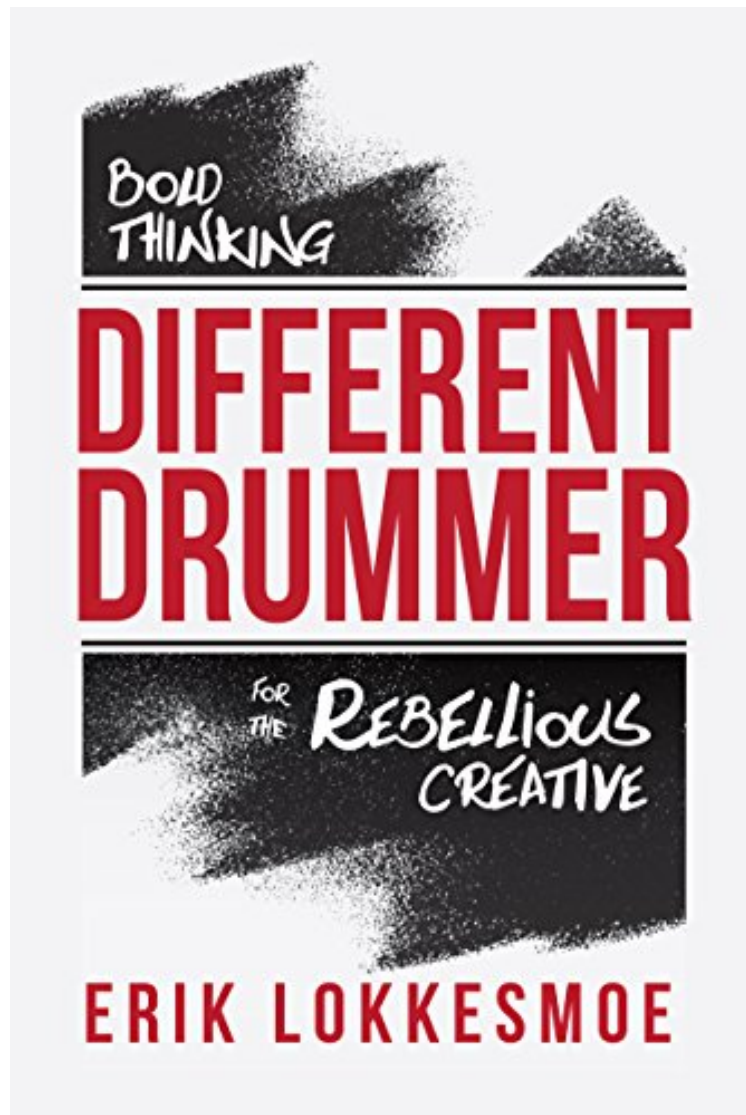


Different Drummer: Bold Thinking for the Rebellious Creative

Lokkesmoe Erik

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Lokkesmoe Erik : Different Drummer: Bold Thinking for the Rebellious Creative before purchasing it in order to gage whether or not it would be worth my time, and all praised Different Drummer: Bold Thinking for the Rebellious Creative:

1 of 1 people found the following review helpful. The contents of this book are better suited for a blog or Twitter. By LuckyCaptainRabbitI was expecting this book to be mini essays on marketing topics, but instead it's mostly one-sentence statements or short paragraphs. It feels more like a collection of his favorite tweets than a complete book addressing the topic of bold thinking for rebellious creatives. Sometimes these one-sentence statements stand alone as thought provoking ideas. For instance, "...money is like manure; pile it up and it starts to stink, but spread it around

and watch things grow", "just because something is possible doesn't mean it's profitable" or "hope is not a strategy". But other times they feel like we have the headline of an article but the article itself has not been written. For instance " "historically, artists always have been outsiders", "great art begins and ends with mystery, a question, an unexpected outcome" or "(artists) wear their brokenness on the outside."The author sincerely aspires to inspire others to: not do cliché work, create art with meaning, get your values and priorities right, understand paradoxes, and be free to think outside the status quo.0 of 0 people found the following review helpful. Careful - it sucks you in!By Eric AshleyErik knocks it out of the park with this one. I've known him to be someone who is not only a thought leader but one who backs it up with how and where he spends his time and energy. This book is no different. Even how the book is laid out displays in tangible form the concepts he is trying to communicate. Like waves at the beach that wash over you again and again until you're soaked, you find yourself grasping more and more the truth conveyed as you really "experience" this book from page to page.Perhaps the biggest compliment i can pay Erik and "Different Drummer" is that this book has been instrumental in critical life decisions and commitments i have made in the last month. I am truly grateful that Erik took the time and risk to write this and hope you find it as meaningful as I have.2 of 3 people found the following review helpful. I lost sleep because of this book.By Rachel B.I lost sleep because of this book. I sat down to read a chapter, but ended up staying up late to read the whole thing... then tossed and turned thinking about.If you like writers such as Seth Godin, Austin Kleon, Neil Gaiman, Maria Popova, Donald Miller, etc...and feel yourself torn between a faith community's expression of truth and the creative community's expression of culture....this book is for you.My biggest take-away and encouragement is Lokkesmoe's belief there is a vibrant and growing middle space for creators who resist trite, in-your-face, answers-found-here, faith-based "art".. but who equally resist de-humanizing, ugly, base movies, books, music, and culture.He writes,"The middle space doesn't mean abandoning your convictions; it doesn't mean voting independent or sprinkling a few swear words into your conversations. It is more radical than that; it is about dwelling in the beautiful mess. The middle space is a lonely place. But it's the only space that crackles with electricity from the mix of people and possibilities" (pg. 54).As someone sitting on a middle space manuscript, I feel convicted but encouraged to seek courage and proceed.Lokkesmoe insists he is a marketer, not a maker, but I think with this offering, he proves he is both.

Broke and broken-hearted don't need to be your destiny. Neither do flat sales or frustrated teams. These bleak outcomes stem from doing what's always been done, but this book is for those who believe in different.Regardless of whether you are alone or the leader of a major organization, you are that person who simply cannot shake the belief that doing the same things you've always done won't work anymore.Her's the good news. It's not too late. In fact, you're early— you're thinking about this now. You can still avoid the "squeeze the blood from the turnip" mindset and the fear of what's coming next quarter. Different has and always will be the differentiator for individuals, ideas, and industries.Are you a different maker?Do you criticize by creating?Do you see things others don't?You play an essential role, now more than ever. Different Drummer is for those who never want to be the same.