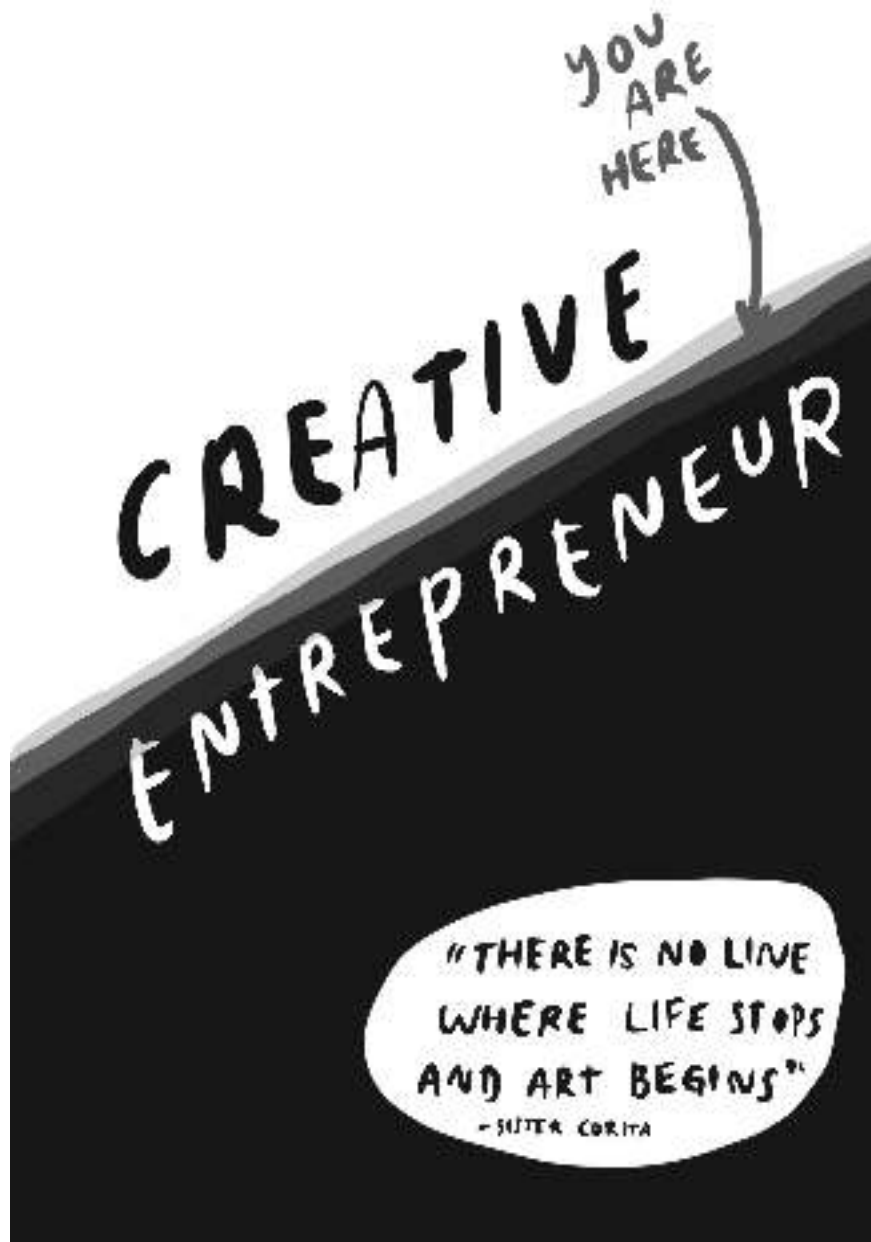


RULES  
FOR  
CREATIVE  
ENTREPRENEURSHIP

PRESENTED BY  
CHELSEA SNOW  
CAMP THUNDERCRAFT  
2019



# RULES FOR MAKING RULES FOR YOURSELF

- ① THEY are NOT SET IN STONE
- ② TRY A NEW SET FOR EVERY PROJECT
- ③ KEEP YOUR RULES CONTAINED

- ④ ASK YOURSELF LOTS OF QUESTIONS
- ⑤ DEVELOP PRINCIPLES RATHER THAN FOLLOW FORMULAS
- ⑥ PAY ATTENTION TO IDEAS THAT MAKE THE LEAST SENSE
- ⑦ MAKE EVERY EFFORT TO SEE THE WORLD AND YOURSELF IN A DEEPER, TRUER WAY

**RULE #1** THERE are NO RULES.

THAT'S WHY THIS OFTEN FEELS SO OVERWHELMING.

~~~~~

LET'S CREATE A CONTAINER ...

**RULES**  
create  
**STRUCTURE**  
which allows  
**FREEDOM**

CONVERSELY...

YOU CAN TREAD  
WATER IN A  
SEA OF CHOICE  
UNTIL YOU JUST  
CAN'T ANY-  
MORE

**THE CONTAINER**



SO WE CAN TAKE  
SOME DEEP BREATHS.

## ARCHETYPE ALERT:



## REBEL QUIZ

THINGS  
YOU LOVE,  
ACCEPT, UNDER-  
STAND

THINGS  
YOU REJECT,  
FEAR, DON'T  
UNDERSTAND

- |                                                      |                                             |
|------------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> INNOVATION                  | <input type="checkbox"/> FORMULAS           |
| <input type="checkbox"/> SETTING YOUR-<br>SELF APART | <input type="checkbox"/> COMMIT-<br>MENT    |
| <input type="checkbox"/> WEIRDNESS                   | <input type="checkbox"/> AUTHORITY          |
| <input type="checkbox"/> BROODING                    | <input type="checkbox"/> ASKING FOR<br>HELP |
| <input type="checkbox"/> DISCOVERING<br>NEW THINGS   | <input type="checkbox"/> STRATEGIZING       |
| <input type="checkbox"/> BEING UNDER<br>THE RADAR    | <input type="checkbox"/> MONEY              |
| <input type="checkbox"/> REVOLUTION/<br>CHANGE       | <input type="checkbox"/> CONFORMITY         |
|                                                      | <input type="checkbox"/> RULES              |

# ARCHETYPE ALERT:



## PLANNER QUIZ

THINGS  
YOU LOVE,  
ACCEPT, UNDER-  
STAND

THINGS  
YOU REJECT,  
FEAR, DON'T  
UNDERSTAND

- |                                                          |                                          |
|----------------------------------------------------------|------------------------------------------|
| <input type="checkbox"/> STRUCTURE                       | <input type="checkbox"/> THE UNKNOWN     |
| <input type="checkbox"/> TO-DO LISTS                     | <input type="checkbox"/> COLLABORATION   |
| <input type="checkbox"/> ORGANIZING                      | <input type="checkbox"/> FEEDBACK        |
| <input type="checkbox"/> PLANNING (duh)                  | <input type="checkbox"/> DISTRACTIONS    |
| <input type="checkbox"/> FINISHING                       | <input type="checkbox"/> PLAY            |
| <input checked="" type="checkbox"/> CHECKMARKS           | <input type="checkbox"/> EXPERIMENTATION |
| <input type="checkbox"/> BEING BOSSY                     | <input type="checkbox"/> WHIMSY          |
| <input type="checkbox"/> OFFICE SUPPLIES                 | <input type="checkbox"/> INTERRUPTIONS   |
| <input type="checkbox"/> DEADLINES/<br>EXTERNAL PRESSURE | <input type="checkbox"/> FAILURE         |
| <input type="checkbox"/> APPROVAL                        | <input type="checkbox"/> CHANGING COURSE |

FOLLOWING FORMULAS  
DEVELOPING PRINCIPLES  
WALLOWING IN THE UNKNOWN

# SOURCES

- BELIEFS
- ROLES
- HEROES
- TOOLS
- MATERIALS
- PROCESSES



RULE  
#4

## ASK YOURSELF LOTS OF QUESTIONS

HERE ARE SOME PROMPTS  
TO GET YOU STARTED



### REMEMBER:

YOU ARE THE ONLY ONE  
WHO CAN ANSWER THESE  
QUESTIONS. IF YOU'RE HUNG  
UP, MOVE ON, BUT CIRCLE  
BACK WHEN YOU HAVE MORE  
TIME. TRUST YOURSELF 100%.  
TO ANSWER WHAT IS TRUE  
RIGHT NOW. IT WILL CHANGE!

BELIEFS

- WHERE DO YOUR BELIEFS COME FROM?
- HOW OFTEN DO YOU CHANGE YOUR MIND?
- DOES YOUR AUDIENCE KNOW WHAT YOU BELIEVE?

ROLES

- HOW MANY HATS DO YOU WEAR IN A GIVEN DAY?
- WHICH ONES FIT THE BEST?
- WHICH HATS DO YOU RESIST WEARING, BUT YOU KNOW YOU SHOULD?

HEROES

- WHO ARE YOUR MAJOR INFLUENCES?
- WHAT DO THEY HAVE IN COMMON WITH ONE ANOTHER?
- WHAT ASPECTS OF THEIR LIFE/WORK LIGHTS YOU UP?



# BELIEFS

## TOOLS

- WHAT TOOLS CAN YOU NOT LIVE WITHOUT?
- WHAT TOOLS DO YOU WISH YOU HAD?
- WHAT TOOLS DO YOU USE THAT YOU MIGHT NOT RECOGNIZE AS TOOLS?

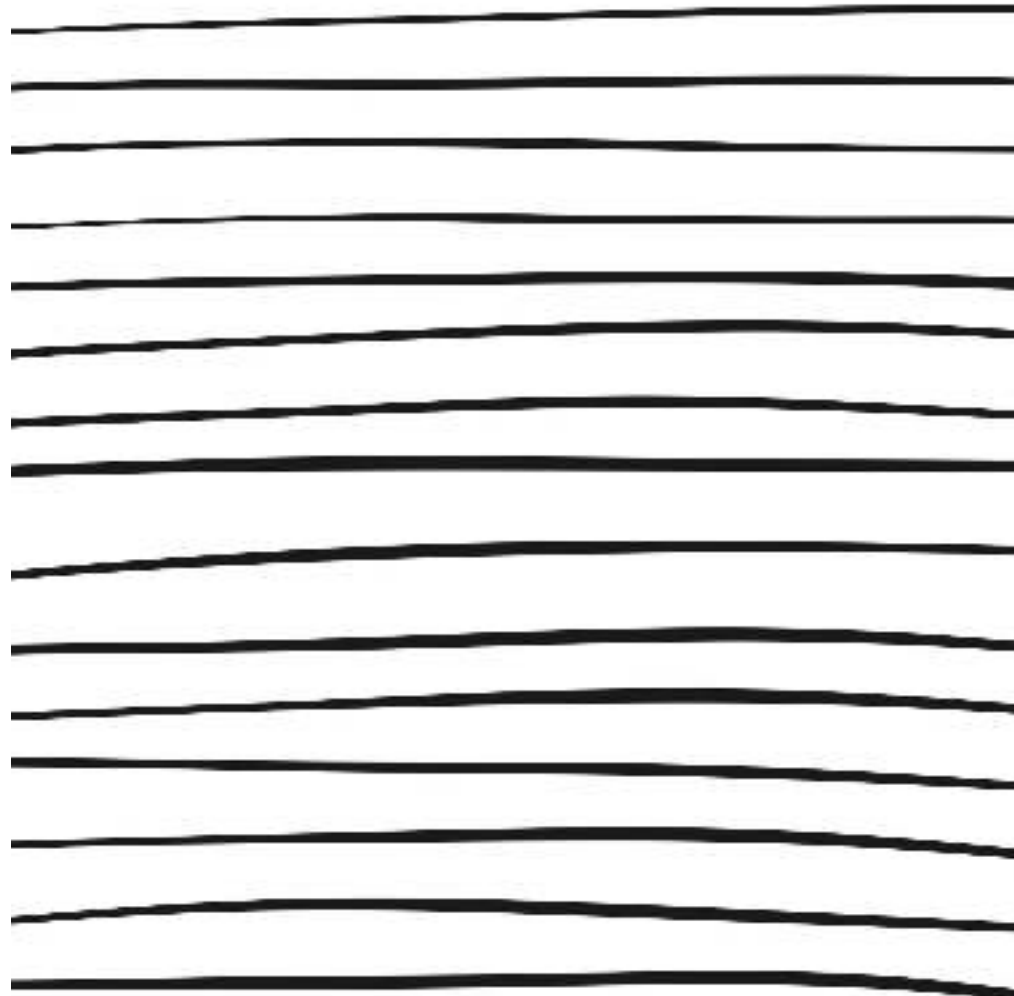
## MATERIALS

- WHAT MATERIALS DO YOU USE?
- WHAT MATERIALS DO YOU NOT USE?
- IS THERE ANYTHING SCARY ABOUT WORKING (OR PLAYING) IN A NEW MEDIUM?

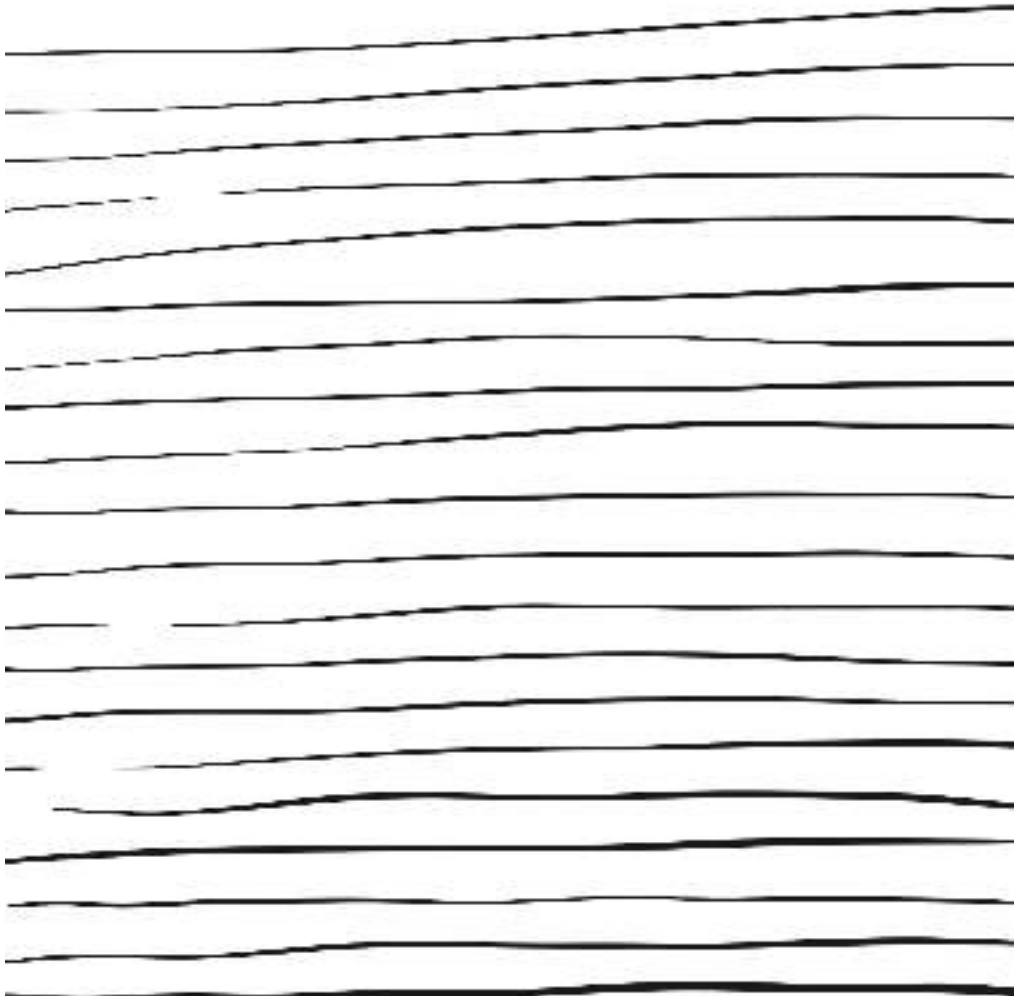
## PROCESSES

- HOW DO YOU DIFFERENTIATE BETWEEN CREATIVE + BUSINESS PROCESSES?
- DO YOU TRUST YOUR PROCESSES?
- AT WHAT POINT IN PROCESS DO YOU EXPERIENCE EASE? RESISTANCE?

ROLES



HEROES



# TOOLS

# MATERIALS

Handwritten horizontal lines for notes under TOOLS.

Handwritten horizontal lines for notes under MATERIALS.



# ORGANIZE + DOCUMENT

---

- \* PULL OUT MAIN IDEAS, REPEATING THEMES, BRILLIANT SENTENCES
- \* DOCUMENT THEM IN A PHYSICAL WAY
- \* REVISIT OFTEN
- \* AND REMEMBER:  
rules are meant to  
be broken. xo  
cs.