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You Are A Message: Meditations For The Creative Entrepreneur



Synopsis

YOU ARE A MESSAGE is the follow-up to the indie hit YOU ARE A CIRCLE. This time, you're invited on a journey to explore your creative business side. Meant for the new breed of creative entrepreneurs, this book challenges you to think and act outside of the box to get the results you want. It's a timeless book that will inspire you along your journey, for years to come.

Book Information

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Customer Reviews

Oh, my...I'm not even sure where to begin! First of all, I have not met Guillaume Wolf, nor have I been in any of his classes at Art Center College of Design. However, that being said, after reading BOTH of his books, it would be an absolute PLEASURE to meet him, and a LOTTERY WINNING experience to be a student in one of his classes. If you are an aspiring entrepreneur, already in business, a maker, a creative, anyone who would like to offer something up to the world, I could make a very long list as to why you should buy this book, but the most IMPORTANT reason is this: you will be provided a PRICELESS AND BRILLIANT mentorship on how to not just survive, but THRIVE as an entrepreneur. This is not another "how to" business book, it's more than that...it's a poetic journey...a daily meditation...a holistic vision quest, which will ultimately manifest into hard won business acumen with substance. Guillaume has a strong foothold when it comes to integrity, honesty, and quality. He drives the point home that without these qualities, a business might be somewhat good for a short time, but never GREAT for a LONG TIME. Oh, so TRUE! He talks about community, connection, passion, telling the truth, overcoming failure, learning from our mistakes, taking care of what matters, and how to edit out that which will not serve you, nor anyone else, for

that matter. It's a book about focus, drive, hard work, commitment, and tireless effort. But it's also a book about joy, beauty, meaning, depth, worthiness and goodness. So as you can see, I'm not going to "give the content of the book away," but rather "suggest" that you give the journey a go. Buy a copy for yourself, and meander through the pages, read it backwards and forwards, over and over again, and see what kind of transformative thinking comes about for you. I can assure you, after you've passed through just the first 20 pages, you will think of 10 deserving friends that you'd like to buy a copy for: BEST. GIFT. EVER! I must say, I could quote numerous pages here, but I will leave you with the one page that I would have tattooed on my forearm if I were a tattoo kind of girl: "Gratitude at the end of the day. No matter what. Always." You might ask, "And what does that have to do with business? About being an entrepreneur?" Well, everything. And you will see why. When you order the book. Cheers, and GOOD LUCK! I hope we ALL make it! :)

I was a bit taken back when I first opened this book as it isn't a "normal" book, but now I can't put it down --- it's so good and gets my wheels spinning and my inner creativity awakened. Great work Prof.G, your wisdom is being soaked up fully by me - I truly cherish this book and the many deep nuggets of wisdom.

One of the best books I've read in a while! Great motivation and truly very inspiring. Im not much of a reader but I am so glad I bought this book because it really got my creative juices flowing. (The prints on each page are very beautiful as well! Very visually stimulating). Recommended for all creatives (and non creatives) out there, it really makes you think about your career and your life in general in a whole new perspective.

This was a joy to read! As a designer and entrepreneur I was really struck by certain phrases and suggestions in the book that seemed to speak directly to me. I believe it will resonate for a long time with fellow creatives, as it provides an authentic voice and heartfelt advice to professional and independent designers alike.

For those of us living and breathing brand design and strategy, this small tome brings us back to the root of what we do. Prof. G excites and inspires branding professionals to step out of our comfort zones to find genuine human connection and true happiness with ourselves. "You Are Message" is a beautiful book in and of itself designed and written by a provocative voice. Here's one of my favorite excerpts:"A brand is a wet system that exists within fuzzy concepts: cool factor, trends,

desires, dreams, truths, emotions, culture...you're handling an ever-changing material. Branding is a bit like surfing--you must find balance in a fluid environment."It's a fun and earnest read that's perfect for those of us constantly on the go. Even if you only have two minutes, flip to any random page and you'll find a gem of wisdom that will shift your perspective and inspire your day.

I loved reading *You Are A Circle*. I often will just open it up to a random page and go from there. *You are a Message* is a similar concept, but for the practical day-to-day "get sh*t done" times. It's when you're in implementation mode. There are questions and ideas that keep you in check and make you take a step back and think. If you're serious about taking your creative projects to the next level, the business level, I would highly recommend having this book around. When you're waiting for those files to upload, open it up. When you are just waking up and don't want to answer emails right away, open it up. When you're feeling like you've figure it out, open it up. There's always another way to hustle the hustle! Just keep moving forward and smash the world. :)

I had purchased the first book, *You Are a Circle* and I refer to it still to this day for inspiration. So it was natural for me to purchase *You Are a Message*, and I am just as pleased. I create and make things for a living and sometimes I find it hard to get inspired. I picked up this book for that very reason and it has not failed me. I find this book to be positive, informative, inspiring and honest. It's an easy read and it helps you put your thoughts into perspective. I highly recommend both of these books for anyone who is on the creative path. You won't be disappointed.

Now, where shall I start! This book is my bible... it is the one source of information that allows me to dream, get excited, and pursue my dreams through words. I beyond recommend this book for anyone looking for an interesting read that inspires your mind to grow, questions, and ultimately become great!!!

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