

open to input was the writing, the music itself.”⁷¹

While we tend to immediately think of co-creation and remixing when we hear the word *collaboration*, you can also involve others in your creative process in more informal ways, by sharing half-baked ideas and early drafts, and interacting with the public to incubate ideas and get feedback. So-called “making in public” opens the door to letting people feel more invested in your creative work.⁷² And it shows a nonterritorial approach to ideas and information. Stephen Covey (of *The 7 Habits of Highly Effective People* fame) calls this the *abundance mentality*—treating ideas like something plentiful—and it can create an environment where collaboration flourishes.⁷³

There is no one way to involve people in what you do. The key is finding a way for people to contribute on their terms, compelled by their own motivations.⁷⁴ What that looks like varies wildly depending on the project. Not every endeavor that is **Made with Creative Commons** can be *Wikipedia*, but every endeavor can find ways to invite the public into what they do. The goal for any form of collaboration is to move away from thinking of consumers as passive recipients of your content and transition them into active participants.⁷⁵