

## Seth's Blog

...Seth Godin's riffs on marketing, respect, and the ways ideas spread.

### Show your work

It's tempting to sit in the corner and then, voila, to amaze us all with your perfect answer.

But of course, that's not what ever works.

What works is evolving in public, with the team. Showing your work. Thinking out loud. Failing on the way to succeeding, imperfecting on your way to better than good enough.

Do people want to be stuck with the first version of the iPhone, the Ford, the Chanel dress? Do they want to read the first draft of that novel, see the rough cut of that film? Of course not.

Ship before you're ready, because you will never be ready. Ready implies you know it's going to work, and you can't know that. You should ship when you're prepared, when it's time to show your work, but not a minute later.

The purpose isn't to please the critics. The purpose is to make your work better.

Polish with your peers, your true fans, the market. Because when we polish together, we make better work.

Posted by [Seth Godin](#) on March 17, 2016