

FAKE IT 'TIL
YOU MAKE IT.

Have you ever heard of dramaturgy? It's a fancy term for something William Shakespeare spelled out in his play *As You Like It* about 400 years ago:

All the world's a stage,

And all the men and women merely players:

They have their exits and their entrances;

And one man in his time plays many parts.

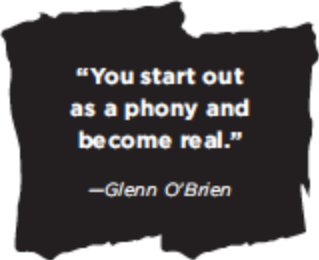
Another way to say this? *Fake it 'til you make it.*

I love this phrase. There are two ways to read it:

1. Pretend to be something you're not until you are—fake it until you're successful, until everybody sees you the way you want them to; or
2. Pretend to be making something until you actually make something.

I love both readings—you have to dress for the job you want, not the job you have, and you have to start doing the work you want to be doing.

I also love the book *Just Kids* by the musician Patti Smith. It's a story about how two friends who wanted to be artists moved to New York. You know how they learned to be artists?



**"You start out
as a phony and
become real."**

—Glenn O'Brien

They pretended to be artists. In my favorite scene, from which the book gets its title, Patti Smith and her friend, the photographer Robert Mapplethorpe, dress up in all their bohemian gypsy gear and go to Washington Square Park, where everybody's hanging out. This old touristy couple is gawking at them. The wife says to her husband, "Oh, take their picture. I think they're artists." "Oh, go on," the husband disagrees. "They're just kids."

The point is: All the world's a stage. Creative work is a kind of theater. The stage is your studio, your desk, or your workstation. The costume is your outfit—your painting pants, your business suit, or that funny hat that helps you think. The props are your materials, your tools, and your medium. The script is just plain old time. An hour here, or an hour there—just time measured out for things to happen.

Fake it 'til you make it.