

# Momentum

In the chapter "Momentum," the author explores the nuances of the Craft phase in the creative process, where setting deadlines becomes crucial for progress. Initially unrestricted, this phase can prolong without clear endpoints, risking loss of focus and momentum. The core notion is that once a vision is clarified and foundational data collected, defining deadlines helps in transitioning from open-ended exploration to focused execution. This approach narrows the options, making the path clearer and akin to refining a storyboard into a film—it involves art, decision-making, and mechanical steps but within set parameters.

The author likens this to constructing a building; choices in materials and details matter but must align with the underlying blueprint to maintain integrity. Deadlines in the Craft phase are flexible, serving more as motivation than rigid timelines. This flexibility allows for the creative process to circle back to the experimentation phase if necessary. However, unwavering deadlines can lead to a rushed outcome, compromising the quality of work. Creativity is positioned against business metrics, emphasizing that the aim is not just completion but achieving timeless excellence.

The chapter discusses pitfalls such as disconnection, where prolonged crafting disconnects the artist from their work, and 'demo-itis,' an attachment to early drafts preventing improvement. To counter this, stepping away from the work-in-progress prevents premature satisfaction. Quick, instinctive creations sometimes capture the essence most purely, challenging the belief that extensive development is always necessary.

The struggle between a creator's vision and their current skill level is highlighted. A vision that surpasses ability should be seen not as a failure but as a process of finding a balance between ambition and feasible execution. The author advises working towards a full first draft while maintaining momentum, suggesting that bypassing difficult sections temporarily can provide clarity and motivation to complete the project. This approach ensures that every element, no matter how challenging, finds its rightful place in the completed work, promoting a blend of patience and efficiency in creativity.