

HOW TO... OVERCOME FEAR

"Some people are born without inhibitions and genuinely don't care what other people think," says Matt Jackson, entrepreneur, poet and principal of The Affectors Academy, which teaches businesses to become more creative.

"The rest of us must live with fear and learn to manage it as best we can. Artists, who expose themselves to public scrutiny every time they produce a piece of work, are pretty much the subject-matter experts in fear."

Here are Matt's top tips for creatives and artists on how to conquer the scary stuff:

STARE THE MONSTERS DIRECTLY IN THE EYE

Many of us experience feedback as an intensely negative experience, but honest feedback is an opportunity, not a threat, so embrace it. If people give up on you, they'll stop giving you feedback. Now which is worse?

WHY YOU SHOULDN'T... UNDERVALUE TWITTER LISTS

We're calling it: Twitter lists are the most underrated social media function. And yet, if you want to get the attention of a certain online influencer, raise your profile or use the little blue bird to network, Twitter lists are the perfect way to kiss arse without being creepy. What do we mean? Here's an example... Say you want to catch the attention of a certain angel investor.

OPTION 1: Tweet them directly to say you really admire them and would love them to follow you so you can DM them. Anyone whiff neediness?

GROUND YOURSELF

Very few people are so confident that they're not terrified by the idea of standing up in front of a crowd to speak. Women especially tend to gesticulate upwards when they get nervous. Combined with a jumpy heart, they can become breathy and their voices lose power. Next time you're presenting, focus on the ground beneath you to manage your nerves. By standing with your feet apart you'll make yourself steady. Shift your focus to the connection that you have with the floor through your feet, bringing your breathing back into the diaphragm and steadying your voice.

BEAT THE ODDS, EVERY SINGLE DAY

Especially when you're starting out, you can feel like the odds are stacked against you. You need to build confidence to beat them. People often give themselves a short amount of time to find their voice on a topic or in a medium they have no experience with and show themselves they can beat the odds. Finding little ways to do something each day that you thought you couldn't do is a massive confidence boost, and will help you beat the big odds when you're facing them.

OPTION 2: Do your research about the topic they tweet about, and then create an appropriate Twitter list. If they often post inspiring quotes, create a Twitter list titled "Awesome, optimistic people" and add them to it. It will pop up in their alerts, and hopefully they'll be intrigued enough to click on the person who created it (just make sure you add other people to the list so it's not only their name on it – that would be a bit stalkerish!).

The best bit? Twitter added 'search' and 'share' functions to their Twitter lists last year, so hopefully not only will you get your target's attention, but if the list is genuinely valuable and inspiring, they'll share it with their community. And you get to keep your dignity!

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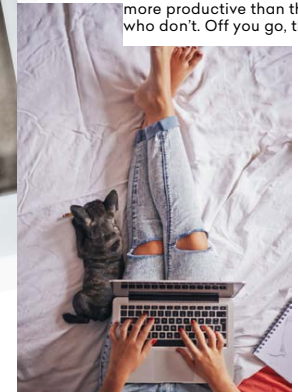
- X Do you find yourself typing your credit card details onto websites over and over? Instead, use **SCAN CREDIT CARD** to take a picture and it will convert the info to text.
- X Need a super-quick charge? Use an **IPAD CHARGER** instead of your phone charger to top up in half the time. Or switch your iPhone to **FLIGHT MODE** to also speed up the charge.
- X Phone battery not lasting the day? Check your **BATTERY USAGE** (general > usage > battery usage) to see which apps are sapping your battery life.
- X Always taking pics? Snap photos using the **VOLUME BUTTONS** on the side of your phone. You can also take photos using the volume buttons on your earphones.
- X If you don't have an Android, download **GOOGLE NOW**, which picks up on your flight itineraries and your regular commutes to alert you to when you should leave so you can make it in time. Plus, you can set your reminder to grab milk to go off when you walk near a supermarket.

SMARTPHONE TIPS TO HACK YOUR LIFE



9%

Can't resist cat memes or YouTube tutorials? Apparently, people who get lost in random things online are actually nine per cent more productive than those who don't. Off you go, then...



We were recently tipped off about a new online tool – The Compliment Machine. Exactly as the name suggests, it's a one-click site that generates compliments at random: "You're nicer than a day at the beach" and "I would love to road trip with you". Okay, it's tongue-in-cheek, but it has a point – hands up who could benefit from learning to accept – and most importantly – remember compliments? How many of us are highly efficient at imprinting every piece of criticism we receive into our memory banks forever, and yet how easily do we forget praise and positive reinforcement? This isn't about feeding your ego; it could actually boost your profits. A study from the National Institute for Physiological Sciences in Japan found accepting a compliment can improve performance in a similar way to receiving a cash reward.

So here is your challenge: dedicate a notebook, a Google Doc or a Trello board and write down every compliment you receive, from friends, family, colleagues, clients... And next time you start to doubt yourself, take a moment to read back and realise you're not that bad after all. 🐾

WHY YOU SHOULD... START A COMPLIMENTS LOG

