

Stop Trying

What's popping people? It's Dante.

My message of the day with photography is this: **the more you take it seriously, the less enjoyable it becomes.** But the more you let the chips fall as they may — embracing the spirit of play — the more the keepers will come.

When you're out there *trying*, hunting, searching, forcing... nothing actually occurs.

But when you let go and detach, you enter that flow.

That state of being where photography is effortless — and the flow state becomes inevitable.

Photography has nothing to do with photography.

Photography has everything to do with **how you engage with humanity.**

Out here.

In the open world.

On the front lines of life.

Curiosity, Courage, and Enthusiasm

The goal of you as the photographer is to cultivate curiosity and courage. Your enthusiasm for life — **that's what's on display.**

It's easy to synthesize content with form.

It's easy to make a composition that's impactful in a frame.

What's difficult is **waking up eager for the day.**

And I believe that enthusiastic state is what's ultimately reflected in the things we make.

The way you feel about life.

The way you engage with the world — generally.

Stop trying and start being.

Just live your everyday life.

Bring your camera along for the ride.

And put four corners around what you find.

Okay.

Like a penguin today.