

The Habit of Noticing

Using Creativity to Make a Life (And A Living)

By Darden Smith

Foreword by Musician and Author, Warren Zanes

Book Design by DJ Stout at Pentagram

THE BOOK

The Habit of Noticing is a personal manifesto on the value of art and creativity, written by singer-songwriter Darden Smith to serve as a guidebook for those seeking to bring more creativity into their daily life. "I've learned a lot about the creative life — or rather, how and why to make a creative life -- from more than three decades of earning a living as a musician and songwriter. The "how" is a mix of vision, talent, desire, drive, luck and perseverance. As for "why," it comes down to this: My life is better when I make creativity the driving force in my day," says Smith.

The Habit of Noticing is not a how-to manual. It's not about craft. Rather, it is a collection of stories looking at the mindset of working artists — finding the spark, maintaining it through the rise and fall of a career, and letting the creativity evolve. An inside look at the struggles and successes in crafting and sustaining a life — and a living — as a working artist, *The Habit of Noticing* provides the foundation for an understanding and appreciation of what's required to achieve this balance, and the depth and value we can draw from an artist's approach to work and life.

THE PLAN

- 60 Day NetGalley promotion to boost review volume.
- Bookstore events - readings and signings to coordinate with US fall tour schedule. Notable stores include BookPeople in Austin, TX, with tour concluding at famous Bluebird Cafe in Nashville, TN.
- Social media promotion on Darden Smith fan page (8K followers) as well as fellow musicians Rodney Crowell (82K), Mary Gauthier (38K), James House (30K), and more.
- Facebook Advertising targeting locations Darden will be performing and signing books.
- Book industry advertising.
- Amazon pay-per-click campaigns.

THE AUTHOR

Darden Smith is a singer-songwriter based in Austin whose 30-year career redefines what it means to be a musician. In addition to 15 critically acclaimed albums, Smith continues to break new ground using the craft of songwriting in education, entrepreneurship, and in service to others. He is the founder and creative director of SongwritingWith:Soldiers, a nonprofit that pairs award-winning songwriters with veterans and service members in retreat settings to craft songs about combat and the return home.



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BISAC 1: MUS038000 | MUSIC / Instruction & Study / Songwriting

BISAC 2: SEL009000 | SELF-HELP / Creativity



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DARDEN SMITH | 2018 TOUR DATES & EVENTS

Date	City	Event
9.8.18	Denver, CO	Show at Swallow Hill
9.21.18	Austin, TX	Reading at BookPeople
9.22.18	Austin, TX	Show at State Theater
9.27.18	Houston, TX	Show at Mucky Duck
9.29.18	Oklahoma City	Show at The Blue Door
10.4.18	Vienna, VA	Show at Jammin' Java
10.5.18	Pittsburgh	House Concert
10.6.18	Chester, MD	House Concert
10.7.18	Ardmore (Philly), PA	Show at The Living Room
10.8.18	NYC	Show at Rockwood Music Hall 3
10.10.18	Albany, NY	The Linda
10.11.18	Ringwood, NJ	House Concert
10.12.18	Boston	Show at City Winery
10.20.18	Llano, TX	Show at Badu 1891
11.20.18	Austin, TX	Art Opening at Bale Allen Gallery
11.3.18	Blanco, TX	Show at Juniper Hills Farm
11.8.18	Atlanta, GA	Show at Eddie's Attic
11.9.18	Charlotte, NC	Show at The Evening Muse
11.13.18	LA, CA	Event at Annenberg Center
11.15.18	Nashville, TN	Show at Bluebird Cafe



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"Darden Smith is one of the most respected American musicians working today."
— Daily News Critic, Jeffrey Sisk

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