

Need help putting together your answer to, “So, what are you up to?”

Here’s the simplest way:

“So, what are you up to?”

“Right now, I’m **looking for/figuring out/exploring** how to [do the thing you want to do.]” You follow this with a tiny bit more information.

Examples:

Right now, I’m **exploring** how to **break into the graphic design industry**. You know I recently graduated? I’m really excited to learn as much as I can about the industry.

Right now, I’m **figuring out** how to **start selling my designer greeting cards**. I love designing them, but of course the whole idea of design is to have it live in the world.

Right now, I’m **looking to form a partnership with a streaming service for my documentary**. It’s called “Finding Daylight,” and it follows two families in the aftermath of 9/11 -- it’s the story of hope we all need right now.

Right now, I’m **figuring out** how to **find a manger to help me break in as a screenwriter**. I have a couple of thrillers under my belt, and I really want to take things to the next level.

It really is that simple.

Note that the small amount of information is on purpose; it’s a function, not a bug. Why? Because we want to control what their next thought might be. We want them to have just enough information that if they can help us, a way to do so will pop up, but NOT so much information that they feel complete. When people feel complete -- sated -- their brains don’t fire. They move on. We don’t want that.

Again, no ask yet! You will start to ask for questions/advice/concrete help next week, but this week, we will just let people know what's up. If they offer help, awesome, but all we're doing is opening the door.