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## Create

Shawn Wilkins · September 19th

A lot of things we see today revolve around the idea that you can do something better than the next guy rather than doing something different from the next guy. There's a plethora of decent ideas that seep through the cracks of your mind that we just wipe away and forget about. Don't feel like you have to follow everyone else to fit in, but rather, how can you make yourself a piece of different puzzle that will never fit in? You have to start your own metaphorical puzzle that other people want to be a part of.

For example, we have dozens of new social networks popping up. None of them do anything different. Allow me to be bold enough to say that Facebook is the perfect social network. Everyone you know has one, everyone uploads and shares pictures there, all of your information can be sourced to it, and it's all easy to use. These newer social networks follow that same method with the same functions, but give themselves light by saying they are not Facebook. Some companies caught on to the trends and eventually figured out that people enjoy small restrictions because it gives them a subconscious challenge. Twitter; 140 characters. Vine; 6 seconds. Path; mobile-only. These are small innovations that allow these companies to flourish.

However, if you make the same thing, you won't get anywhere. Look at the way Google+ has become nothing more than a video chat-hub and the idea of a social network based upon it has failed. Polls will show it as being the "most active" social network and that's largely due to the fact that every Google network is tied to it directly. But imagine if Google has actually created something. Imagine if Google had sat down and decided that a social network should be something else. That a social network should be like Facebook Home, but come preinstalled on every Android device. What if Google had thought like that instead of thinking that making a carbon-copy of Facebook would be fruitful? There are areas to explore that people leave unventured because they're afraid of them. There is more security in following a trend, sure, but there is less notoriety in being a cookie cutter site.

People need to start creating new things. There's so much out there to be made, to be built, and to be explored. Ideas aren't once-in-a-lifetime things. If you have an idea, make it. If you want to tweak something to make it better, do it. The only fault in innovation is when you bring nothing else to the table. When your site is nothing but a Twitter clone with a bunch of hopes and empty promises, where will you be? When people see nothing new coming from you, nothing exciting for the normal-person, where will you go? You have to create ideas. That's what you do, that's where you go.

Ideas are something that will either hold you back or push you forward. Honestly, I'm tired of seeing a bunch of critique, but not enough creating. I'm tired of seeing people think these small little tweaks are enough to capture people for more than a few months. It's shocking that a field of creatives can envision an idea that tweaks small parts of an idea, but when it comes to creating something new, it happens once a year or barely even that. Simply start making stuff. Is it easy to have new ideas that flourish? Of course not. But what's life without a challenge.

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### Shawn Wilkins

As creator of Culture Milk, Shawn brings excellence and creativity to a site that's bred in thought and intelligence. Being able to have full articles that discuss popular topics here on Stemmings, he plans to show what the tech world is like to your average person and what your average person is missing. It's a race with multiple finish lines.



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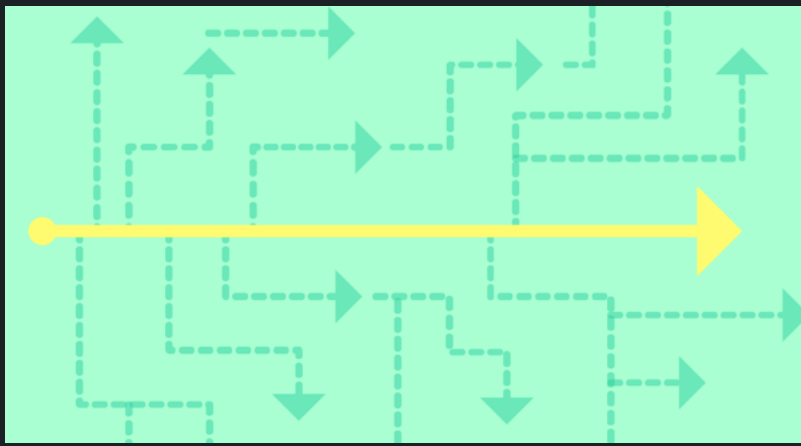
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