

the things you can learn from clickbait

This is total clickbait:

[29 Formerly Huge Stars Who Are Basically Nothing Now](#)

What's amazing is how many of these people WON OSCARS.

I think this says something about [the importance of craft](#). Focusing on craft, on always getting better, means you're less likely to be a flash in the pan or the flavor of the month. It also keeps it interesting FOR YOU. I think people probably lose momentum in their careers because they lose interest. It can become a job like any other, and without the interest in how to do it better, it can grow stale.

Maybe some of these people were seriously interested in craft but lost their way anyway. Or maybe they decided they wanted to do something else. There's no way to know.

But it is sobering.