TANGENT daily

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BUSINESS NOTE

Austin Kleon on the uses of a nemesis

In a short post on his blog, Austin Kleon points readers to a poem he placed at the top of a recent letter, titled "Everything you can see," and links an earlier piece asking, "Do you have a nemesis?" The post treats the nemesis as a creative idea worth thinking about rather than a person to defeat.

A seller can build a small printable around that question, such as a one-page journal sheet headed "Who is your nemesis?" with prompts on what the person represents and what work the rivalry pushes you to make. The sheet suits a shop that already sells guided journals, and the poem's title can serve as a companion prompt card on seeing more of what is in front of you.

Source: **Austin Kleon, On nemeses**
https://austinkleon.com/2026/10/26/on-nemeses/