



*Simplistic Creativity Concepts*

# Simplistic Creativity Concepts

**How To Supercharge Your Creativity  
And Get Fresh Ideas Constantly**



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# Foreword

*Among the things that truly set humans apart from the other creatures on this planet is our capability for creative thought.*

*Not only is it a necessity for the forward motion of the species (after all, somebody had to come up with the idea for reining in the power of fire), but it brings us a lot of enjoyment, as well. Why else would we spend so much of our time and energy reading books, adorning our homes, or listening to music?*

*It may be argued that creativity is something that's divinely inspired, that a few people "have" it and some people don't..*

## *Simplistic Creativity Concepts*

*How to supercharge your creativity and get fresh ideas constantly!*

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# **Chapter 1:**

## *Brainstorming*

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# Synopsis

***Brainstorming is a popular tool that helps you bring forth creative solutions to an issue.***

***It's especially useful when you want to break out of stale, established forms of thinking, so that you can evolve new ways of looking at things. It likewise helps you defeat many of the issues that can make group problem-solving a sterile and unsatisfactory process.***

## **Toss It Around**

Brainstorming. When confronted with a challenge, solutions may seem hard to come by. Let yourself see that this isn't truly the case by writing your issue at the top of a piece of paper and then coming up with thirty ways to solve it. These are just fast, bite-sized ideas, not fully developed plans. Sure, thirty is a large number, but what you'll find is that once you've covered the obvious stuff, your brain will start coming up with additional and more creative approaches. Some of them will be unrealistic, but don't censor yourself till your list is done, and then you are able to go back and assess each item.

Used with your team, it helps you bring the various experiences of all team members into play during problem solving. This step-ups the richness of thoughts explored, meaning that you are able to find better solutions to the troubles you face.

It can likewise help you get buy in from team members for the resolution chosen – after all, they were involved in evolving it. What's more, because brainstorming is amusing, it helps team members bond with each other as they solve problems in a positive, honoring environment.

While group brainstorming is frequently more effective at generating ideas than normal group problem-solving, study after study has shown that when persons brainstorm on their own, they come up with more thoughts (and often better quality thoughts) than groups of individuals who brainstorm together.

Partly this happens because, in groups, individuals aren't always strict in following the rules of brainstorming, and bad group behaviors sneak in. Mostly, though, this happens because individuals are paying so much attention to others thoughts that they're not generating ideas of their own – or they're blanking out these ideas while they wait for their turn to speak. This is known as "blocking".

When you brainstorm on your own, you'll tend to produce a broader range of thoughts than with group brainstorming – you don't have to worry about others egos or opinions, and can consequently be more freely creative. For instance, you may find that an idea you'd be hesitant to bring up in a group session develops into something quite special when you research it with individual brainstorming. Nor do you have to wait for other people to stop talking before you lend your own ideas.

You might not, however, develop ideas as fully when you brainstorm on your own, as you don't have the broader experience of other members of a group to help you.

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## **Chapter 2:**

*Do It Differently*

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# Synopsis

*Look to additional forms of expression to motivate yourself.*

## **Change It Up**

Change your approach. If you're sitting in front of the computer trying to write the next Great American Novel but simply can't seem to get a handle on the words, you might find that you're pressing too hard in one direction. Look to other forms of expression to motivate yourself. Attempting to write a song? Rather than listening to music, head out to the local art museum for some visual input. Having trouble with image design? Go to the symphony and let yourself be enlivened by a completely different art form.

Sometimes the key to motivation lies in the surroundings you're in. You might dread changing the tire to your car, as your garage is wet, cold and ill lit. Ask a friend for the use of his well-light, heated garage, and the job may become more pleasurable. You are able to also make the project more pleasurable by asking others to get involved. If you ask somebody to share their expertise it can be an ego boost for them and a source of support for you.

One way to ensure personal success and continued exuberance for your own path is discovering individuals who are successful in the matters that are significant to you. Get to know these individuals, learn their attitudes and behaviors. By discovering a model for success you'll have somebody to emulate.

You might also look at people you do not wish to become and study these negative habits. Both will help you learn important lessons about your future, but make certain to center on the positive person the most. It's interesting to make a list of your acquaintances and families while examining which qualities each of these individuals have and the habits that make these characteristics possible. Your

model for success may not lie in the actions of one-man, but in the positive traits of all the individuals you interact with.

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# **Chapter 3:**

*Map Your Mind*

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# Synopsis

*Brain maps (aka mind maps) are, by definition, a graphic technique of taking notes. The visual basis of them helps one to differentiate words or ideas, often with colors and symbols.*

## Brain Maps

Draw a brain map. Brain maps (aka mind maps) are a capital way to bring forth fresh ideas because you start thinking in different directions. Start by writing your challenge in the center of a piece of paper. (There are several web tools that can help you do this, too.)

Surround this word or phrase with associated thoughts. As you do so, you might find that you want to delve into one or more of them more profoundly. Continue by surrounding the fresh phrases with related thoughts. By the end, you'll often find that you've come up with answers that would never have occurred to you if you hadn't made these apparently random connections.

Brain maps (aka mind maps) are, by definition, a graphic technique of taking notes. The visual basis of them helps one to differentiate words or ideas, often with colors and symbols. They usually take a hierarchical or tree branch formatting, with ideas branching into their subsections. Mind maps allow for higher creativity when recording ideas and data, as well as allowing the note-taker to associate words with visual representations. Mind maps and concept maps are different in that mind maps center on only one word or idea, whereas concept maps connect multiple words or ideas.

- Begin in the center with an graphic of the topic, using at least three colors.
- Utilize graphics, symbols, codes, and dimensions throughout your Mind Map.
- Pick out key words and print utilizing upper or lower case letters.

- Each word/graphic is best alone and sitting on its own line.
- The lines should be connected, beginning from the central image. The central lines are thicker, organic and flowing, getting thinner as they radiate out from the center.
- Make the lines the same distance as the word/image they support.
- Utilize multiple colors throughout the Mind Map, for optical stimulation and likewise to encode or group.
- Formulate your own personal style of Mind Mapping.
- Utilize emphasis and show connections in your Mind Map.
- Keep the Mind Map clear by utilizing radial hierarchy, numeric order or outlines to encompass your branches.

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**Chapter 4:**  
*Generate Ideas Online*

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# Synopsis

*There are so many gadgets and widgets available today... you can spark your creativity online.*

## Go To The Web

Use an online idea generator. This one is called “Stupid Ideas (<http://stupid-ideas.blogspot.com/2002/09/online-generators.html>).” This is a place where you can get funny and inspirational ideas for anything from advice to tech support excuses. click the button, and it generates some things to inspire you in new ways or to just make you laugh. It can help you to brainstorm ideas, as well as to uncover the “funny side” of things.

There are billions of ways to generate ideas to come up with fresh concepts for your projects. You are able to utilize your subconscious to come up with an idea or you are able to consult the Idea Generator (an online tool) for random associations. This tool is great because it gives you combinations of terms that are usually unrelated, but your mind will still try and associate them. This exercise will create lines of thoughts that can be completely refreshing.

Add to the three generated words some keywords from your own project and you get an endless list of inspirational sentences. Most of them will be non-sense, but they might still give you a seed for an idea. Of course you are able to simply use a dictionary for this purpose, but this tool is more convenient.

Stumped for an idea?

Let the Idea Generator be your muse!

From the brains at The Directors Bureau comes an application that can cure any creative block. The Idea Generator (<http://www.tdbspecialprojects.com/>) randomly combines three sets

of words together, allowing chance to foster cleverness and you are able to use it with your iphone.... or it comes in a widget.

Shake the phone or stroke the screen to produce concepts ready for your creative execution.

With the Idea Generator, the possibilities are endless. The application is fully customizable, so you are able to adapt it to work specifically for your own originative tasks.

Only speak Esperanto? You are able to manually change the word lists to be your language of choice.

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# **Chapter 5:**

*Utilize Social Media*

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# Synopsis

*Invite suggestions. Do you Twitter? Facebook? Blog? Utilize a phone? All of these are capital ways to reach out to other creative individuals in order to tap into some dandy ideas.*

## Reach Out Rules

Internet social networking etiquette depends upon the same principles from real life “treat other people as you want them to treat you”. These etiquettes facilitate effective interaction so that social networks are not turned into a warfare zone. Since, no written rules regulate ‘internet etiquette’, as web social networking is known; it generally depends on the sensibilities of the individual.

With the spread of social networking, netiquette becomes all the more necessary because it's really easy to damage somebody's reputation. Another factor is that, once on the net it can't be taken back. And the data can be recalled by anybody with access to technology. Also individuals form an opinion about you based on the interactions on the social network. There's always the risk of embarrassing oneself and other people. It's really difficult to convey civility in internet social networking so; individuals shouldn't get offended for getting rejected or not receiving any messages from a certain person. Read on to get an idea on the etiquettes involved in web social networking.

- Do not lose your head on reading negative comments and snap off a nasty post. Once the sent button is clicked, there's no way to retrieve it back from the web. Later you might understand your nasty comment was baseless, but you can do nothing about it.
- Be heedful when adding friends. You are able to safely add the ones, you know. For the rest, add those whose profile matters to you.
- Don't paste photos of other people, without their permission. Even your pics should be decent. Remember that social networking sites are your online presence, so build your report.

- Don't post links of adult sites or any other illegal sites. Also don't upload videos and pics which are lewd.
- Always give the complete and correct profile. Profiles inform other people of you and so don't misdirect them. Provide common background data along with your likes and dislikes.
- Don't spread malevolent rumor.
- Smearing others on social networking sites is likewise bad manners. Everybody you're connected to can read what you post, so stand back from writing awful remarks about other people.
- Don't junk e-mail. Individuals get annoyed when they get spam. Spamming is likewise in bad taste.
- Don't keep on calling for individuals to add you as a friend.
- To be efficient, update often and take part. Post daily and comment on others posts.
- Smiles can be utilized to denote a tone. However, use it meagerly. Similarly, don't use all capitals in your message posts. Using all capitals is the online version of screaming.
- If somebody posts you a comment, then reply without neglect.
- The less abbreviation you practice the better it is. Use only those abbreviations that are reasonably common, as you will not be there to explain.
- Be as abbreviated as possible and to the point. Individuals neither do have the time nor the patience to read page long ramblings.
- In case of any debates, center on the issues instead of the people involved.
- Keep an open mind. Don't get mired in message wars..

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# **Chapter 6:**

*Collect Ideas*

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# Synopsis

*Become an idea collector to inspire creativity.*

## **Scoop Them Up**

When you chance upon quotes, pictures, and other snippets that inspire you, write them down, cut them out, or seize them in some other way. Amass these ideas where you are able to browse through them from time to time for inspiration. Some individuals put them in binders, some pin them to bulletin boards, and other go all arts-and-crafts and create a scrapbook-style theme book.

Any collector recognizes they need a place to store the things they collect. Idea collectors are no different.

Here are some strategies to collect your ideas for use when you need them most.

- Write them down! Carry note cards so you can jot down an idea anytime.
- Make lists. Do particular brainstorming on a topic, project or program to boost your collection. Seize all of the ideas. When doing this don't cross any off when you find them impractical. By leaving them on the list there's the chance to spur other ideas.
- Keep notes from reading. When reading any book (particularly non fiction) seize ideas you get when reading. Jot notes in the margins, use your highlighter. Then return and transfer the gems to your journal. That extra effort will exponentially increase the value you receive from reading the book.

- Refer back to notes. Review your idea lists. You never know when one of those ideas you put down will have application. This is one of the reasons for collecting them in the first place!
- Take action. The collection becomes valuable to the degree that you attempt some of your ideas out. Set a timeline, make a plan, and try something out! It's with this final step that your ideas truly become valuable to you.

You won't utilize every idea you capture and not every idea you capture will be good. Cast your net wide and accumulate as many as you are able to in as many ways as you are able to. While you'll never be able to display your ideas on the wall of your home, your collection and the results gained from application of selected parts of your collection will be among your most valued possessions. Get going now a happier more productive future awaits.

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# **Chapter 7:**

## ***Attack From Free Writing***

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# Synopsis

*This exercise allows you to come at your challenge from a different direction.*

## Use Free Writing

When you freewrite, you let your thoughts flow as they will, putting pen to paper and putting down whatever comes into your mind. You don't judge the tone of what you write and you don't vex about style or any surface-level issues, like spelling, grammar, or punctuation. If you can't think about what to say, you write that down—truly. The benefit of this technique is that you free up your inner critic and allow yourself to write things you may not write if you were being too self-aware.

When you freewrite you are able to set a time limit ("I'll write for a quarter-hour!") and even use a kitchen timer or alarm or you can set a space limit ("I'll write till I fill four full notebook pages, regardless what tries to disturb me!") and just write until you achieve that goal. You may do this on the computer or on paper, and you are able to even try it with your eyes shut or the monitor off, which encourages speed and freedom of thought.

The all important point is that you continue writing even if you believe you're saying nothing. Word must follow word, regardless the relevance.

When you're done with your set number of minutes or have accomplished your page goal, read back over the text. Yes, there will be many filler and unusable thoughts but there likewise will be little gems, discoveries, and insights. When you find these gems, highlight them or cut and paste them into your draft or onto an "ideas" sheet so you are able to utilize them in your paper. Even if you don't discover any diamonds in there, you'll have either quieted some of the noisy

chaos or greased the writing gears so that you are able to now face the assigned paper topic.

Break down the topic into levels

Once you've something in front of you, you may brainstorm:

- \* The general topic
- \* A particular subtopic or required question
- \* A exclusive term or phrase that you sense you're overusing

Viewing something from different perspectives helps you see it more wholly—or at least in a completely different way, kind of like laying on the floor makes your desk look very different to you..

# Wrapping Up

You're so creative.

Don't deny it. Whether or not you consider yourself a creative type, the truth is that you're constantly creating ideas.

Mindfulness and these techniques invite you to be aware of this constantly flowing river, and offers an opportunity to choose to sit beside it rather than swimming in it. By watching the ideas from that calm riverbank (your inner being), you can more clearly see the ones that float to the top and sparkle in the sun.

But mindfulness is more than just mind watching mind... it is the techniques here. When we are engaged in the process of creating--whether that's words, numbers, music, art, or movement--without getting swept up in the concept of where it might be leading, that is a very pure form of mindfulness.