

Release Your Inner Genius

Written by:

Steve Little

Zero Limits LLC

ThePerfectBizFinder

All Rights Reserved

2008

“ThePerfectBizFinder”.com

Release Your Inner Genius

By Steve Little

You might consider that the desire to find your perfect business is the ultimate expression of your creative genius. Imagine how you will feel when, beginning from nothing, you have literally created the perfect outcome for your life.

It's easy to see that the less restrained your creative power the more robust the array of options you will generate for your perfect business.

“There is so much power in a new idea taking shape and changing the way people live or act. Often the rest of us are in awe, or we are even afraid of a new idea, and sometimes our fears spur us to learn more about it. The bottom line is we would all like to be more creative. We would all like to be able to solve problems in a better way. We don't like being frustrated. We don't like having obstacles in our path.” John Houtz, *“The Educational Psychology of Creativity”*

It is important to know that in order to become more creative you will need to invest in doing so. It is not necessarily just going to come naturally.

This report is intended to help you release the restraints that curtail your creative genius from generating the perfect business you seek.

To begin you should understand that creativity is not a gift from the muses only granted to certain people. Rather it is something that anyone can cultivate using a variety of methods.

Creative Competencies

According to Robert Epstein, one of the world's leading experts on creative expression in individuals and the developer of *Generativity Theory*, there are 4 core competencies for creative expression.

They are: Capturing, Surrounding, Challenging, and Broadening.

Capturing refers to preserving new ideas as they occur without judging them. Throughout this report, you will use several methods for 'capturing' your thoughts in various narratives and lists. You will note that I frequently remind you not to judge or evaluate the thoughts that come up as you perform the exercises. This is because one of the keys for the kind of "capturing" that contributes to stimulating creativity is that you NOT evaluate or judge the idea that emerges. Instead, your objective is to allow the ideas to flow and take inspired form.

I am reminded of this popular story about the Nobel Prize winner Otto Loewi and the importance of “capturing” as told by Mariette DiChristina in *Let Your Creativity Soar*:

“Otto Loewi won a Nobel Prize for work based on an idea about cell biology that he almost failed to capture. He had the idea in his sleep, woke and scribbled the idea on a pad but found the next morning that he couldn’t read his notes and could not remember the idea. When the idea turned up in his dreams the following night, he used a better capturing technique; put his pants on and went straight to the lab.”

There are dozens of ways you can capture creative ideas as they occur. Obviously carrying a pad of paper in your pocket, purse or brief case will work fine. Technology has helped by providing small audio recording devices, readily available voicemail system, and electronic notepads for your computer. The key is to capture the idea without evaluating it. Just get it down somewhere.

My suggestion is that you try several methods. I did and ultimately found that the most convenient method for me was to carry a small note pad in my back pocket. I have found that I might be inspired at almost any instant or circumstance. By using this simple technique I can always capture the creative thought.

My friend Drew, however, uses his i-phone to capture everything either written or recorded and then dumps it to his computer when it is

convenient. This allows him to develop these ideas in an environment that he finds conducive to creative expression.

Surrounding has to do with the way you manage your physical and social environments. The more interesting and diverse the things and people around you, the more interesting and diverse your own ideas become. In one dimension this relates to somewhat static environments like your home, car or office. Pictures on the walls, screen-savers, the music you listen to, plants, or other inspirational stimuli like “vision boards” or “dream boards” have a profound effect on your creativity.

In another context the people you socialize with likewise affect your creative capacity. If you are continually interacting with people who are negative or restrained in terms of their creativity, you will tend to be equally restrained. On the other hand, if you seek new connections with a diverse group of interesting people, your creative energy will soar.

Change in surrounding is also a very effective way to spark creativity. One of the most powerful tools you can use to recharge your creative battery-pack is what poet, artist, filmmaker and author Julia Cameron, calls “the 20 minute outing.” By changing your environment for even 20 minutes once a day you inherit new stimuli and infuse freshness into your surroundings. A 20 minute walk around the neighborhood or in a park will have a dramatic effect.

When I am stuck or feeling stale in my efforts, I will drive into town and grab a seat outside a coffee shop or restaurant to watch the people that pass-by. I use my imagination to make up creative stories about who they are and what they are up to in that place. Sometimes the stories are full of mystery and intrigue. Other times they are more like a biographical chronicle of an imaginary past.

Regardless, I find that when I return to my office a half hour later I have entirely new sources of creativity for whatever I am doing.

I want to warn you, if you choose this ‘outing’ technique, don’t be the least bit surprised if you find that you will need to bring a convenient “capture” method with you for the deluge of ideas that start flowing by virtue of the change in surroundings.

Challenging refers to giving ourselves tough problems to solve. Without going into too much technical depth, it turns out that when we work on difficult problems, several different psychological behaviors compete with one another. The net effect is the formation of new neural interconnections within your brain to solve the problem. Even though they were formed to solve a particular complex problem, these new interconnections remain and are also used thereafter to generate new creative ideas; ideas that would not have formed prior to solving the challenging problem.

These challenging problems can be real-life circumstances or difficulties. However it is also now well understood that complex puzzles or games generate the same kind of neurological response. So, if you were to take even a few minutes each day to challenge yourself with a difficult puzzle or game, the neurological response would in fact stimulate new sources of creativity. These sources then become available to you in support of your creative efforts to find your perfect business.

Broadening refers to the diversity of your knowledge. In other words the more you expand your awareness and knowledge of new topics, the more interesting the interconnections formed in your mind, and the more creative your new ideas will be. Not unlike the practice of playing challenging games, if you develop a daily practice of reading or researching new topics of interest you will broaden the creative capacity of your mind. Even 10 minutes per day is sufficient to stimulate the creation of very powerful new connections.

To be clear the topic of your inquiry need not have anything to do with your search for the perfect business. Any broadening will generate a greater capacity to think creatively. This greater creative capacity can then be used to find your perfect business.

By developing these 4 core competencies you will dramatically improve your capacity for creative idea generation. This is clearly a big advantage to you in the search for your perfect business.

Here are some additional considerations about liberating creativity that warrant some attention.

Creative Misfits

“When children are very young they all express creativity. But, often times by the end of first grade, very few do so. This is because they learn in school to stay on task and stop day-dreaming and asking silly questions. As a result, the expression of new ideas is largely shut down. We end up leaving creative expression to the misfits.” Dr. Robert Epstein, *The Creative Mind*.

As children grow societal pressure continues to discourage creativity in any context other than in hobbies or recreation to such a degree that people lose touch with the capacity all-together. As a result you may never seriously consider the possibility of pursuing your creative interests professionally.

What’s more is that the stigma associated with creativity can often keep you from using your creative talents in any professional or vocational context at all. This further separates you from this important source of inspiration.

It is clear that this social imprinting has very likely affected your beliefs about what is possible for you and your perfect business. You may have ‘bought-in’ to the belief that you cannot or should-not pursue a

creative vocation because of it. You may have ‘bought-in’ to the idea that you are not creative enough to come up with a great business idea.

This of course is not true. These erroneous beliefs can be eliminated and replaced with affirmative supporting beliefs and will consequently no longer sabotage you. We will explore some of the techniques for doing so in future a report. As you master techniques for clearing these subconscious memories and limiting beliefs, you will re-awaken creativity and discover exciting new possibilities.

There are also other techniques for awakening this stifled creativity. One such technique is offered by Julia Cameron. She calls them “writing pages” and it is a technique everyone can use to ignite and liberate your creativity. This is what you do:

For 10 minutes each day, write in a stream of consciousness in a notebook. It does not matter what topic you choose. It does not matter if your ideas flow smoothly on the paper or not. Just let the words flow from your mind, down your arm, onto the paper.

Just this morning I used this technique and wrote a free-flowing narrative about the thoughts that might be playing in the minds of the commuter’s while in traffic en-route to work.

After just a few days of ‘writing pages’, you will discover new incredibly creative ideas forming about your perfect business. Use the “capture”

technique of choice and record these inspired ideas. They will begin to form into an amazing and perfect business opportunity.

Challenged by Failure

It is also important to see that you will be challenged in your creative endeavors. Challenge in this sense could be interpreted 2 ways. You need to challenge yourself, that's true, but you also should recognize that the world 'out there' may not be ready for your ideas.

This does not mean you have failed. It just means you need to keep creating.

The subconscious fear of failure is unquestionably the greatest single challenge you will encounter in the quest for your perfect business. As you have seen previously these fears are sourced by the beliefs you have formed from a limitless array of even the most innocuous life experiences. In fact, these fears can be so powerful that they can cause you to misinterpret any experience, even a success experience, and recognize it as a failure.

No doubt you are familiar with the story of Thomas Edison's attempts to invent the electric light bulb. There were naturally plenty of opportunities for Edison to perceive himself a failure. However, when asked about the 10,000 failed attempts he replied, "I have never failed I have just found 10,000 ways that do not work."

Aside from maintaining a regular ‘subconscious clearing’ practice, I have also adopted a little trick from some of the world’s greatest thinkers for dealing with the feelings of failure.

When I feel I am failing, I say to myself:

“I am in good company. I’m in the company of the most creative and productive people in the world. People like Einstein, Edison, DaVinci, Beethoven, Picasso, and in a more contemporary sense, Gates, Trump, and Warren Buffet have nothing on me.”

Keep in mind that creative people think of failure as new opportunity.

Day-Dream Your Way to Astonishing Success

There is now conclusive research that indicates that the brain builds memories and solves problems while you dream. Don’t overlook the strategic power this fact provides even in the context of day-dreams.

Artist Salvador Dali and renowned inventor Thomas Edison both used a technique for capturing their most insightful and creative solutions by leveraging the power of the dreaming mind. Dali used a spoon held over a plate and Edison used small steel balls held over a steel platform. The effect was the same.

While relaxing at rest, as he would drift off to sleep, his hand would relax and the spoon or balls would fall. The sound would awaken him and in that instantaneous psychological state (known as the

hypnagogic state) he would have a flash of purely inspired creative thought.

In Dali's case, a new work of art was inspired.

In Edison's case a new invention or creative solution to a problem was conceived.

The point is that you can use these same instruments to strategically capture the power of insight available in your dream state. You do not need to leave creativity to chance.

As you work, particularly through the exercises in this blog, allow yourself to rest and day-dream frequently about the life you want your perfect business to create. Keep a capture tool of some sort handy and as you emerge from your rest grab the thoughts and record them. You will be amazed by the insights you experience.

To boost your creative output, think and behave like creative people do.

Develop the 4 competencies of capturing, surrounding, challenging and broadening.

Don't allow criticism to stop you from expressing your ideas.

Remain committed to your purpose and do not fear failure.

Take breaks and use the power of day-dreams strategically.

Use these day-dreams as sources for new ideas.

I am standing for all that is possible for you in life and business.

Steve

ThePerfectBizFinder

www.theperfectbizfinder.com

PS – Please invite your friends and associates to visit and download their copy of this and the other Free Special Reports available at

www.theperfectbizfinder.com/blog