

Method 5: Fostering Creative Periods

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To do well in your business, you need to be creative. That's really the bottom line. If you're not creative, you'll constantly be struggling and you will be left behind. You see, the most creative people are the most successful people. When you think of really successful people in any industry, they are often the most creative and innovative. These are the people who are willing to take chances.

This method isn't exactly a strategy, it's more of a mindset - because the answer has to come from within.

In order to foster creative periods and think out of the box, you have to actively focus on fostering your creativity. Creativity is something you have inside of you already. You just have to let it out. We are all naturally creative as children. But, as we grow older, this is something that we tend to shove away deep inside ourselves.

It's actually quite sad. Think about how happy and creative you most likely were as a child – the dreams you had and the life you thought you'd live. How close to that life are you living today? It's time to bring yourself closer to that life.

It's time to foster that inborn creativity. Creativity helps you innovate in life and business. It's going to help you stand out, do a better job for your buyers, wow your audience, and live a happier and better life as a marketer.

You want to do things no one else in your industry is doing. If you do things the same way everyone else is doing, then you won't attract a different

kind of audience. You have to really stand out. Marketers always talk about the unique selling proposition. This is what differentiates you from everyone else. But if you don't have that USP, then you're not going to stand out and you're probably not going to have that solid list of customers that is just devoted to you. That's what everyone wants as a marketer.

If you want to be more creative and foster those periods of creativity, you have to be willing to try things out and you have to be willing to fail. The fear of failing scares marketers probably more than anything else. Failing is what terrifies marketers even when they have been handed wonderful techniques and formulas for success in a step-by-step manner.

I have always taught, and totally believe, that failure is your friend. You have to be willing to fail with your own ideas. It can be really scary. If something's never been tested, how do you know it will work? You don't... and that's okay. It's time to change your mindset.

The fact is that very creative and successful people have failed ideas all the time. Failure is something successful people sometimes even embrace because it brings them one step closer to success. They are able to learn from their failures and do better next time. Failure is not something they are doomed with... It's simply a data point they can use to be even more successful in the future. That's how you have to think of failure. You cannot let failure bring you down. You have to have a mindset of success.

You'll realize that along with the ideas that don't work as well, you'll have winning ideas too. Pay attention to the Pareto principle once again-- 20% of your ideas will bring 80% of your best results. Grab hold of that idea in the first place and it will help you even when you're feeling down and when your ideas don't work as well as you planned for them to.

I wanted to get that out of the way up front, because it will help you get into the right mindset. Now, let's talk about ways to be more creative. I promise you, if you pay attention to creativity, you'll also be able to boost your income and be much more satisfied in business.

Creativity is actually one of the number one secrets to success.

One of the best ways to become more creative might sound a little counterintuitive. In fact, it's something far too few of us do. You have to give yourself time off! In the age of people working hour after hour and hardly taking a break, this seems like a ridiculous advice.

But, if you're constantly working, then you're not allowing your creative juices to flow. If you're constantly working, then you're definitely not at the peak of your productivity. Your brain is most creative during your down time. Do you allow yourself to have down time?

No one can work all the time. You have to give yourself time off or you're going to burn out. I know this is easier said than done. But you have to give yourself time away from work. If you do, then you will be more productive and much more creative.

After all, doesn't that make sense? If you're focused intently on something that you're doing, there's no ability to come up with new and creative ideas, but if you're sort of just hanging around doing nothing special, your brain, or more accurately your subconscious, has time to come up with new ideas.

You also have to take time to be one with nature. One of my favorite things to do is to visit my beach condo. There's something about being at the ocean that just brings me at peace with the earth. It also sparks my creativity, centers me, and helps me brainstorm fantastic ideas for my business.

Where can you go to be in nature? It can be as simple as going for a walk for 30 minutes. It doesn't have to take that much time, but it really can reinvigorate you in some incredible ways.

Sometimes, you have to let your mind wander. Maybe it's when you're in the shower. There's a reason so many people say that their best ideas

come to them in the shower. That's because they probably do. Maybe your best ideas come to you when you're on the train or in the car. I suggest you keep a little notebook with you so you can jot these ideas down anytime you want.

The point is that you have to get away from the computer sometimes. You're an online marketer, sure, but that doesn't mean you're married to the computer or tied to it.

You're going to drain yourself of creative energy if you're constantly at your computer. I know of many marketers who wake up very early in the morning and who don't leave the computer until very late at night. This is not healthy at all. Not only are you setting yourself up for severe health problems, but you're also draining yourself of creative energy and productivity.

Challenge yourself to take breaks from the computer. Give yourself a set work schedule. Also, schedule time away to be one with nature and to give yourself time to let creativity flow.

Sometimes, it can be really beneficial to sit in your "happy" place with a pen and paper and to let yourself brainstorm. Simply write down ideas for any problem you are facing. Brainstorm without a filter. Don't edit yourself at all and just let your brain flow freely.

At the end of your brainstorming, simply circle and follow through with your best ideas. These are the ideas that excite you and get your heart fluttering. These ideas would not have come through if you hadn't let yourself go. That's how creativity works... Sometimes you just have to let yourself go. The chances are good that you have not done that to this point. It's time to make it a habit right now. You'll be happier, healthier, and more successful.

Allowing your creativity to flow through is also how you become a successful leader in your niche. It's time to try new ideas. Others will follow

you and that's how you become seen as an expert. It's time for you to get on the cutting edge.

You should try new things and sometimes it can be a little scary. You're coming up with ideas that no one else has ever had. But that's okay. That's how you're going to attract others to buy your products and to join your list. That's what's going to attract others to joint venture with you.

Hopefully, this all sounds very exciting to you. So, brainstorm your own list building and product selling method. Brainstorm how you're going to get more people on your list. Brainstorm how you can better connect with people. Brainstorm something you can get to go viral in your niche. Brainstorm whatever it is you think is going to change your life and business—and be creative about it.

Action Steps

How are you going to become more creative? It's not something you can force. The good news is that it's already there. You just have to let it out.

Today, schedule some time you can be away from your computer. Give yourself several breaks throughout the day. Give yourself a set time where you'll step away from the computer for good.

Get outside at least once today. It's wonderful to be outside in nature. Being stuck inside all day is no good, but it's far too common among Internet marketers.

Give yourself time to relax. What do you like to do? Maybe you'd like to read a book or have a bubble bath.

Really, the prescription for being creative is relaxation and time off. We could all use more of that, right? The great news is that it comes with a huge benefit for your business.

Along with the unscheduled creativity, I also recommend you plan for scheduled brainstorming sessions. Try that this evening. Sit down with a pen and paper and brainstorm your next product with no filter or editing for 20 minutes.

And above all, don't be afraid to fail. If you're successful with everything that you try, then that means that you're filtering out some ideas by being negative about them, and some of those ideas might be your best ones ever.

Work on giving yourself more time off and more time for creativity.

A close-up photograph of a hand typing on a white laptop keyboard. The image is framed by a blue border. In the upper right corner of the frame, the text "PLR CONTENT SOURCE" is displayed in a bold, blue, sans-serif font. Below the keyboard, a white box contains the following text in a bold, blue, sans-serif font: "Your Source For High Quality Private Label Rights Content That You Can Actually Afford and Profit From www.PLRContentSource.com".

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