

# 4 Tips For Maximum Creativity

Hard work is vital but creativity makes that hard work worth something.

Creative thinking is what allows you to stand out, disrupt, and achieve outsized returns on your time, energy and money.

No one teaches you how to be creative. In fact most schools, organizations, and teachers actually stifle creativity.

I'm going to show you how to develop and apply your own creativity in order to massively improve the results you get as a copywriter.

## 1 - Creativity is all about connections

Linking seemingly unrelated ideas is what creates massive leaps forwards.

Sometimes.

Sometimes it just produces worthless drivel.

Creativity is a process where you mine through lots of ideas to come up with the truly valuable golden nuggets.

But one way to enhance creativity is to take two seemingly unrelated ideas together and see if you can connect them.

For example

**Take the next 3 mins and connect the following ideas with your current outreach message.**

1. Desk lamp
2. Apple harvesting
3. Aluminum foil

4. Division
5. Breezy

**Write down the connections.**

The connections can be weak

They can be ludicrous

But some of them will be game changers.

**Take some time for the exercise now**

What did you see?

## **2 - Creativity is handled by your subconscious. Direct it.**

You don't always come up with that magic stroke of genius or even your best ideas with your conscious mind.

Sometimes those ideas just bubble up from your subconscious.

Your subconscious is a massive supercomputer.

A magic black box that scientists don't completely understand.

But we do know that we can feed it tasks or intentions.

If you tell yourself, "I want to come up with a creative new idea for Free Value that I can offer my prospects", and if you really mean it, you tell yourself this with force,

Then your subconscious will start chugging along at solving that problem

But you have to realize that your subconscious works on its own time.

Sometimes It needs outside events, new experiences, new memories to trigger the answers.

Often it needs the conscious mind to shut off for a bit

The answers will come bubbling up at almost random times.

Sometimes in your Deep Work sessions

Other times while you're in the shower.

Just as you wake up or fall asleep

On a walk

In a dream

While driving, or training, or laughing with friends

NEVER while scrolling social media.

You have to set a clear direction for your subconscious mind, you need to work with your conscious mind, you need to feed your subconscious mind new experiences.

And you need to turn off your subconscious mind every so often.

Again you still work the problem consciously, you still work on other things hard all day long.

But you need to work in time for you to open your subconscious

**What are you going to task your subconscious with today?**

**When will you create space for your subconscious to work today?**

# 3 - Ask yourself more questions, ask yourself better questions

This one ties into the taking of your subconscious mind from before.

Creative people ask a TON of questions.

In fact they question everything.

They ask “Why?” three times.

Investigating everything unlocks new ideas, new connections and massively upgrades your thinking.

Question everything.

You also need to ask better questions to yourself

Tony Robbins is famous for this quote and I’m going to become famous for saying it as well

“The quality of your life is directly related to the quality of questions you ask yourself”

Instead of “How can I make my outreach better?” ask yourself

“What would my outreach message have to end with to be utterly memorable, and something they tell their friends and family about all day?”

Can you imagine the difference in the answers your mind will spit back at you?

Higher standards for yourself are enforced by the quality of questions you ask yourself

Ask for more and you’ll get more from yourself.

- What if...?
- What would have to happen to...?
- What would a hyper genius do right now about...?

All powerful questions you can start to use

Ask yourself,

**“What are 3 better questions I can ask myself about my outreach to get insanely better results?”**

## **4 - Fear is the enemy of creativity. Kill it.**

I said in the beginning that schools and authorities kill of creativity

They want you to all think and live and act inside of a carefully constructed little box

Makes you easy to control

You’ve probably lived inside this little box your entire life

The way they keep you inside is with FEAR.

They make you feel afraid to be different

Afraid that if you try something different you’ll be shamed or ridiculed

This has limited your brain's ability to be creative.

It’s simply been shut down.

Fear is keeping you down.

You have to recognize the fear

And then dismiss it entirely.

Creativity is about coming up with new and radically different ideas.

Incrementally new ideas produce incrementally better results

Remarkably different ideas produce remarkably different results.

So you have to set your mind free of fear.

Give yourself permission to think of crazy outlandish and even “stupid” new ideas.

Let the ideas flow.

The weird magically different flow of ideas is what produces that one single golden idea you need to change everything.

After the flow is over you can turn back on the “filter” and decide which ideas might work and which ones you should test first.

But not before

Give yourself permission to be crazy for once in your life.

Understand that there is no cost to testing out an idea.

You can test a million things in life, if they don't work you can just run a new test.

Go crazy

Have fun

Be different

**Where has fear kept you back in the past and how can you eliminate that fear in your work today?**