

What kind of people are we talking to?

- Both men and women
- Approximate age range: 25-45
- Occupation: Creative professionals (artists, writers, designers, etc.)
- Income level: Middle to upper-middle class
- Geographical location: Urban and suburban areas with a strong creative community

Painful Current State

- They are afraid of losing their creative spark and falling into a prolonged creative block.
- They are angry at themselves for struggling to produce meaningful work and at external pressures that hinder their creativity.
- Top daily frustrations include feeling uninspired, unable to express themselves creatively, and struggling to meet deadlines.
- They may feel embarrassed about their creative block, especially if their livelihood depends on their creative output.
- Dealing with their problems makes them feel frustrated, inadequate, and anxious about their future.
- When describing their problems and frustrations to a friend over dinner, they might say, "I just can't seem to break through this creative block. It's like hitting a wall every time I try to create something meaningful."

Desirable Dream State

- If they could wave a magic wand, they would effortlessly tap into their creativity, producing inspired and impactful work.
- They want to impress both themselves and their peers with their creative output.
- In their dream state, they would feel confident, fulfilled, and respected for their creative abilities.
- Secretly, they desire recognition and validation for their talents and contributions.
- When describing their dreams and desires to a friend over dinner, they might say, "Imagine waking up every day bursting with creative energy, effortlessly bringing your ideas to life and receiving recognition for your work. That's the dream."

Values and Beliefs

- They believe in their creative abilities but struggle with self-doubt and external pressures.
- They may blame themselves for their current problems but also recognize external factors such as stress and burnout.
- They may have tried various solutions in the past but feel they haven't found a lasting remedy for their creative block.
- They evaluate solutions based on their potential to provide practical strategies, actionable steps, and real-life examples of overcoming creative obstacles.
- They respect figures or brands in the creative space who share their struggles openly and offer practical advice and solutions.
- They value traits such as authenticity, perseverance, and creativity in themselves and others.
- They despise traits like pretentiousness, arrogance, and lack of empathy.
- They are aware of trends in the market, such as mindfulness practices and creative retreats, and are open to exploring new approaches to overcoming creative block.

Where are they emotionally/ mentally/ what problems are they dealing with? Challenges? Dreams? They're in a sort of mental rut, they're in an incredible amount of self doubt, leading up to this point of bleak despair where it seems as if there is no escape, this is the challenge, it feels as if they have hit a brick wall even though they reassured themselves leading up to this point that this time it was going to be different. Their dream is to find somehow, some kind of a technique, or some sort of routine or orchestrated plan that they can follow to help them keep on top of the need to always come up with viable, creative solutions, and stay above that.

What objective do I want to achieve with them? I want to be a source of light that has just popped up on their radar, something that they have always thought they needed, you see, this market is problem aware, they're also slightly solution aware, but not entirely, they have probably tried new techniques, so the hard thing comes in this part, how do I build this in such a unique manner that it intrigues them to go ahead and buy?

What do they need to think/ feel/ imagine/ believe to take action? They need to think, that this book might actually contain the thing that they so looked for, they need to feel that they've been heard, we know that they have tried multiple and multitudes of techniques and "solutions" and that they haven't worked so we've formulated something new, and lastly, they need to believe, that these techniques have worked for others, and that they can work for them too, I am hitting a very complicated market here that will not be easily coerced, they are writers themselves after all, so they will most than likely be used to spotting some of the techniques I will be forced to use, I have to be professional, inconspicuous and soooooo persuasive in such a manner they don't even realise, I have definitely posed a challenge on myself

I tried to do some top player research, but there is really no specific people selling products on the way to relieve writer's block by enhancing creativity, although I could leverage this by saying, this isn't your average Pomodoro technique, I'm not going to tell you to read, or to plan a time and stick to it, these are things that you probably already know... and then that's already a fascination in and of itself. I'm going to now find some commonly used language by people on the internet struggling to find creative ideas.

"My cursor is blinking at me accusingly. #writersblock" (from Twitter) - This tweet captures the feeling of judgement from a blank page.

"Been staring at this document for an hour and literally nothing is coming to mind. Time for a walk and a hope for inspiration to strike." (from a Reddit forum on writing) - This post describes a common strategy for overcoming writer's block: taking a break to refresh the mind.

"Is it just me, or is getting started ALWAYS the hardest part? #writinglife" (from Instagram) - This question highlights the difficulty many writers face in initiating the writing process. You can find similar sentiments on many social media platforms.

"Help! I have a deadline looming and my brain has decided to go on vacation. Any tips for jumpstarting creativity?" (from a Facebook group for writers) - This Facebook post showcases the urgency and frustration writers experience with deadlines looming.

"Feeling like my brain is a deflated whoopee cushion. No matter how much I squeeze, nothing creative comes out. #writerwoes" (from Twitter) - This humorous tweet uses a relatable image to express the lack of inspiration.

"Ugh, I'm in that terrible space between 'I have a great idea!' and '...but how do I actually write it?'" (from a writing blog comment section) - This frustration highlights the difficulty of translating an idea into a well-structured piece.

"I've rewritten this first paragraph for the tenth time and I still hate it. Maybe I should take a nap and try again later." (from a writing forum) - This relatable post describes the cycle of self-doubt and frustration that can accompany writer's block.

"Anyone else ever procrastinated by cleaning their entire house just to avoid writing that one scene? Asking for a friend..." (from a writing subreddit) - This humorous post playfully reveals a common procrastination tactic used by some writers.

"Staring out the window, willing a muse to magically appear and solve all my writing problems. *crickets*" (from Twitter) - This tweet uses a touch of sarcasm to express the feeling of helplessness during writer's block.

. Taking Up a New Art Form:

- "Finally finished my first ever landscape painting! Feeling so proud and inspired to keep learning. #NewHobby #Watercolors" (from Twitter) - This tweet showcases a sense of accomplishment and a desire to continue exploring a new creative outlet.

Sharing a Creative Project:

- "I wrote a short story for the first time and submitted it to a local writing competition! Wish me luck! #NewWriter #TakingChances" (from Instagram) - This post highlights the excitement of taking a creative leap and putting work out there.

Mastering a New Skill:

- "Woot woot! Baked a delicious sourdough bread from scratch today! Never thought I could do this. Thanks to online tutorials for the guidance! #BakingGoals #NeverTooLate" (from Facebook) - This example expresses the satisfaction of learning a new skill and achieving a personal goal.

Finding Inspiration in Everyday Life:

- "Took a walk in nature today and came back with a head full of ideas for my photography project. Feeling grateful for the beauty around us. #InspiredByNature #CreativeSpark" (from Twitter) - This tweet emphasises how everyday experiences can spark creative inspiration.

Experimenting with Different Techniques:

- "Just learned a new coding trick and it completely changed how I approach my web design projects. So much fun to keep learning and growing! #CodingLife #NeverStopLearning" (from a developer forum) - This example showcases the excitement of discovery and the joy of expanding creative skills.

Points I could mention:

- what the product ISN'T to increase curiosity
- how chatgpt is good but not creative, it's a machine!!
- Social proof from fellow students
- Use commonly used language to get them to trust me, make them feel like I understand them.
- Consistently reinforcing curiosity, opening loops, then closing them.

Using gemini, top player analysis: Skillshare

Skillshare positions itself differently in the online learning market for creativity compared to larger companies in a few key ways:

Focus on Accessibility and Community:

- Freemium Model: Skillshare offers a free tier with limited access, allowing users to sample content before committing. This is in contrast to platforms like Masterclass, which require upfront subscriptions.
- Community Features: Skillshare emphasises user-generated content and discussions, fostering a sense of community and shared learning. This can be seen in their project features and class comments sections.

Content and Approach:

- Variety and "Try-Anything" Vibe: Skillshare boasts a wider range of courses on more niche creative topics compared to platforms that focus on established celebrities or big-name instructors. This caters to a desire for exploration and experimentation.
- Shorter, Project-Oriented Classes: Skillshare's classes often tend to be shorter and more project-focused, making them ideal for busy learners who want to see quicker results.

Marketing Strategy:

- Social Media Focus: Skillshare utilises social media heavily, particularly platforms like Instagram and TikTok, to showcase creative projects and reach a younger audience. Their content is often lighthearted, inspirational, and promotes the "get started" mentality.
- Collaborations and Influencer Marketing: Skillshare partners with creative influencers and brands to promote their platform and courses, leveraging existing communities and reaching targeted demographics.

As a g commented, I'm talking to a guy that is angry at themselves for not being able to produce meaningful work and at external pressures that hinder their creativity. He feels uninspired, in a mental rut unable to express himself creatively, and is struggling to meet deadlines.

Landing page:

In just 2 minutes, you're going to find out how you can become the productive person you sometimes are, except all of the time.

You're here because your uninspired brain just can't seem to produce anything good, you claim to work well under pressure yet every time you sit down at your screen eager to get started on a project or an assignment, you get up later with nothing on the page, and an anxiety that leaves you feeling meaningless as the deadline is slowly tightening around your throat.

I'm here to tell you about how to rekindle the fire of your inspiration every time you sit down in need and...

The 7 Unequalled Ways to Inflate your Creative Mind like Fire to a Hot Air Balloon!

The creative limbo isn't permanent, in fact, you don't even have to experience it, that place in between having a great idea and actually getting started that feels like the bottom of a dark and damp well? You put yourself there, but you can get yourself out and on top of that, put yourself in any position you want but you first have to decide if you're ready to let your brain understand and commit to using these techniques daily to fully grasp the potential you're capable of after reading this eBook.

It's nothing special, it's not going to cost you countless hours and bills to apply, yet the unusual thing is that 90% of the entire population don't even know these exist, and the ones that do, don't know how to use them, as a matter of fact, **you could use any one of the techniques right now and be in a better position than you were 10 minutes ago**; you're going to be finding that you're often throwing yourself down that well for insights, and you'll soon after be sitting up straight and **feel the consistent mashing of your keyboard as words magically appear on your screen and your fingers never stop moving**. I like to call them, "The Perspicacious 7". Believe it or not, some of the 7 techniques were used by some of

The Greatest Minds to have Walked on Mother Earth

Does this make a solid argument for their intelligence? Maybe.

But you do have to admit that somehow, these revolutionary brains **never needed some special retreat they've paid thousands for to come up with their great ideas**. We're talking about Isaac Newton, Albert Einstein, John Adams, and many more.

In fact, one of the things they did was take a hike. Not a literal hike, I mean like a half an hour walk.

The blood flow during a mundane task such as walking highly increases in the direction of the brain thus... now I could get entirely technical about the science of creativity but I'd be wasting your time because the truth is, **you're asking the wrong questions**.

"I always felt like I was stuck in this endless loop of brain fog and just couldn't get out of it. I thought I had ADHD and didn't believe anything could fix it. I saw his ebook on getting creative and thought... maybe this is it. So I asked myself only 3 of his questions and boom. I got more done in 1 day than the rest of the week. If you're unsure... just try it." - Chris

You see, no matter how lost you may feel right now...

-Even if you have an extremely important assignment coming up right now...

-Or even if you're at a loss on how to help out a client...

-And even if your boss is breathing down your neck

...You Will Create It.

How can I be so sure when I'm just some random guy off the internet, some random guy surely wouldn't be capable of understanding your innermost workings? Right!?

Don't take it from me, take it from Stoeger.

Stoeger is a respectful and driven young man from Germany, if you met him I bet you'd have a great first impression of him, you'll probably want to get to know him. Stoeger is part of the same group that I'm in, but what I'm about to tell you just wouldn't sound the same if it came from me.

Stoeger and more have been tasked with the assignment of coming up with our very own product, and essentially parachuting, blindfolded into an environment many of us have *never experienced*.

Stoeger was down that same damp well we've all found ourselves in despite his high ambition.

He felt lost, and it started raining...

But our mentor didn't leave us stranded, and he didn't leave Stoeger stranded, he's a great teacher, so he gave us just enough for us to figure it out on our own, yet Stoeger was stuck, he had 96 hours of coming up with a product and launching it with what he felt were no instructions, other than the normal information and **these 7 techniques**.

The time was running out, fast, if only he had a magic wand to wave at time and stop just so he'd give his brain time to formulate everything and just come up with something.

Stoeger decided to go for the "Perspicacity Walk" taught by our mentor that so many of the world's greatest mind's indulged in.

Just like magic, that wand had suddenly appeared when he asked **the right question**, and his brain was flooded with ideas, and the more he entertained those ideas, the more he got, we're talking ways to start, the structure, the offer, the pricing, they just didn't stop

These are the techniques the top performers are using, not just our mentor, they are designed, or as I prefer, they have been discovered, to teach *how to best use your creative brain*.

- Reverse thinking and exactly why it helps
- The insightful art of forced connections
- And the powerful roleplaying which keeps your curious spirit alive.

These and the 4 other Perspicacious techniques, will get you out of that mental rut, kill your fear that artificial intelligence will take your job and help you approach your project with the same excitement you had when the idea popped up in your mind. You'll be surprised to find that when you get the eBook it looks like a book full of quotes that take up an incredible amount of unnecessary space, this isn't by mistake, some of them are interpreted by me while others are left completely to your understanding, the last page will be the one you're looking for.

Would you rather spend hundreds if not thousands of your hard earned cash for coaches and retreats to get the same recycled information that you could find on any search

engine and come back to your office to look at the same blank screen, **or spend just £4.99 to learn the creativity techniques used by the top performers in any given industry.**

Your cursor is blinking at you accusingly while there are people running laps around you every hour you've wasted. I'm not trying to make you feel bad, but make you understand, there is a different way that would allow you to catch up in days, hours even, heck, you'll probably overtake the people you're intimidated by, yet every minute you're spending not doing what you should, you're getting further and further from what you could achieve.

The best time to plant a seed was 20 years ago, the second best time is right now.

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P.S. That mentor of mine, and Stoeger, and thousands of other students who have been mentored by him, we've all become hyper versions of ourselves. We're helping our families, some of us have retired our mothers, but I must warn you, this is not for the faint hearted. This is a disciplined venture, and if you think you have the guts, the tenacity, and the mental fortitude to be part of a community of driven individuals destined to be kings and queens, by all means, here's the link, the book on unlocking curiosity is just a taste if even that of what you'll find inside: [LINK]