

# How to Find Amazing Ideas Whenever You Need Them

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Hopefully, by this point you understand all the different things that come together to help you become more creative. You understand what you have to do if you want to amazing ideas to come to you. You know what you have to do to stand apart from the crowd and do better in life and in business.

## **Exercises You Can Do to Become More Creative**

Now, it's time to think about how to come up with ideas in more specific terms. You can use these strategies in combination with everything you've learned to this point. Remember to take what you need and leave what you don't. Not all of these idea-generation techniques will work for you—but many of them will. Try new things and you'll be delighted by what happens.

### **Change Your Space**

If you've ever read about how colors can affect mood, then you may be aware of this already. The colors you surround yourself with can affect your mood, creativity, and productivity. Researchers have found that being surrounded by the color blue can lead to more creativity. It relaxes your mind and helps you form new connections.

Maybe there's a room in your home you can paint blue—such as your office or another corner where you can be alone and quiet. This can be a place where you think creatively. I should also remind you of the obvious point that the sky is blue. The sky, and being outdoors, can bring you the serene surroundings you need to become more creative.

## **Dream a Little**

Have you ever noticed that your mind really gets pumping after you've just woken up from an amazing dream? Well, the same thing can happen during the day. Let yourself lie down and rest and let your mind wander. You don't actually have to fall asleep—just daydream.

The more you allow yourself to daydream, the more your mind will get used to making new connections and exploring things outside of the current realm of possibility. This, in turn, will help you become more creative, whether you're daydreaming at the moment or not.

## **Reclaim Your Childhood**

I've mentioned this a couple of times already, but it really helps if you're having trouble being creative and coming up with new ideas. Do things that help you reclaim the wonder of a child. Think like a child and you'll be able to make different connections as you go outside your usual "box" of adult thinking.

## **Filling Yourself with Laughter**

If you're stuck for ideas, and are feeling down and blue, watch something funny or go to a comedy show. This serves a couple of different purposes. First, it relaxes you-- everyone feels happier when they're listening to something funny.

Laughter can clear the cobwebs and help you enjoy life again. Comedians also have an incredible way of drawing connections in ways no one else can. Learn from them and study what they do and the conclusions they draw about life. This can help you become more creative.

## **Work in a Different Location**

Do you work in the same place every day? If so, you are depriving yourself of sensory input that can really help you as you strive to become more creative. Consider working outside every once in a while. Go to a Starbucks or even work in the library. Work from home, if you don't usually. Rent a hotel room and work there all day if you're getting too distracted at home. Whatever you do, shake things up a little and you'll be both more productive and more creative.

### **Travel Whenever You Can**

When was the last time you took a true vacation? If you're like many hard-working businesspeople, you probably can't even remember. I urge you to choose a weekend, or even a whole week, where you and your partner or family goes somewhere you've never been before. Leave the laptop and Smartphone at home, and just explore. You will return to your work with renewed vigor and the experience will make you more creative.

### **Surround Yourself with People**

Being in isolation is not always good for creativity—you have to have it both ways. If you find yourself stuck for ideas, put yourself in the middle of a busy location. Go to a park in the city. Go to a crowded sports bar. Do whatever you need to do to be around people for a little while. This is an important exercise, even if you're an introvert. Sometimes, even just observing large groups of people helps your mind think in new and creative ways.

### **Spend a Lot of Time Observing**

We've talked about the importance of mindfulness—being in the present moment. Set aside time where you can walk through a totally unfamiliar location. Observe the sights, smells, sounds, and people all around you. Observe, and make internal comments about what you observe. This can help reset your brain and give you fodder for increased creativity.

## **Get to Know New People**

I'm huge fan of masterminds and bouncing ideas around with other people. But, there comes a point where you can't always serve the same people creatively. That's when you need to spend time getting to know other people. Put yourself out there to get to know people of different backgrounds, nationalities, religions, political affiliations, locations, and more. I know this is difficult for you to think about if you're a natural introvert, but it's incredibly important.

## **Read More**

There are few better ways to expand your mind and stimulate new, more creative thoughts, than reading more books. If you aren't a reader, it's time you become one. You don't have to read anything boring—this isn't school. Read something that excites you—even if it's shallow fiction.

You can read biographies, autobiographies, romance novels, crime novels, true crime novels, or whatever you want. Get yourself a Kindle and download a new book every week—you'll have plenty of scope for the imagination once you do.

## **Use StumbleUpon**

StumbleUpon.com is a great invention. It lets you click a button and then takes you to a random webpage somewhere on the web. There is no quicker way to get outside of your usual activities on the web than having a randomizer choose where you go. Not every page will be useful to you, but you will find some incredible things you wouldn't have explored otherwise. This can be a lot of fun—a way to break your usual pattern.

## **Journal Your Thoughts**

As someone taking steps to be more creative, you'll have a lot of new thoughts swirling around in your mind. You're filling your mind with so much information, so many sensory experiences, and so many chances

for new growth. This can feel a little overwhelming-- you really are stepping out of your comfort zone. You can help yourself work through this change by journaling your thoughts.

### **Exercise Regularly**

Maybe you're an exercise fanatic or maybe you don't find the time to exercise. Either way, it's time to think about exercise in a new way. Not only does exercise help you become more fit, it also helps your *mind* become more fit.

Exercise gets blood to your brain pumping, which helps clear your thoughts and gives you energy. You can't think many creative thoughts when you're dead tired and drained. Exercise and get everything flowing again. Do this for at least 30 minutes per day.

### **Yoga and Meditation**

You may never have thought you would take up yoga, but it can be very helpful. This ancient tradition has been helping people connect with themselves and the world for centuries. Yoga helps stretch your body and your mind.

Not into the idea of doing yoga? Meditation can go along with yoga or it can be done on its own. To meditate, you don't need to sit with your legs crossed and fingers in the air. You can meditate anywhere you are, at any time. All you need is quiet and calm to surround you. Try to clear your mind of all thought--if thoughts try to enter into your mind, just calmly dismiss them.

### **Time Yourself**

Sometimes, there's no better way to kick your mind into high gear than to set little deadlines for yourself. For instance, you can give yourself 10 minutes to brainstorm a list of ideas, solutions, or whatever you need to brainstorm. When time is up, it's up. Immediately choose your top 3

favorite ideas. From there, give yourself 30 seconds to make your final choice, circling your very favorite idea. This deadline cuts the fluff and helps you get to the heart of what matters.

### **Keep a Notepad of Your Ideas**

You're feeding your mind many great ways to become more creative. But, there isn't a set time during which creativity comes to you. You're setting yourself up to get creative ideas when you least expect it—in the shower, at the pub, when you first lie down to go to bed, during dinner...wherever, whenever.

Keep a notepad with you so you can write your ideas down before they escape you. You can even just type them out on your Smartphone if you tend to have that by your side. Do whatever you need to do to capture those ideas forever.

If you just try to keep these ideas in your mind, they'll slip away from you forever. Or if you do manage to store them in your mind, there won't be room for more ideas to come. Keeping a notepad of ideas will give you space for new ideas and allow you to nurture the best of them. You'll get into the habit of constantly generating ideas, which will do wonderful things for your creativity.

### **Take Time Away from Work**

If you're stressed and pressed for ideas, step away from your work for a while. This may not seem like it's what you should do, especially if you're on a tight deadline. But, you need to take at least a small break and do something totally different.

Do something-- even if it's something as simple as standing up and jogging in place for a while. Go for a walk on the beach or go swimming in a swimming pool. Take a bubble bath—do whatever you need to do to get away from your work so you can return to it refreshed. Even 10 minutes helps, as long as it helps you feel rejuvenated.

## **Don't Pressure Your Creative Mind**

You're very dedicated to becoming more creative. This may lead you to feel like you're overly pressured to make it happen. That's the wrong way to go about it. If you take nothing else away from this book, take away you need to relax and just let the ideas come to you.

Feed your mind with the information you need to form new ideas, and it will happen on its own. Take the pressure off, relax, and let the ideas come in. Do not reject any ideas or censor yourself, or the ideas will feel the rejection and float away (don't laugh—you get the picture). Let them in—some will be good, some will be bad, and some will surprise you with how they change and grow.

## **Don't Try to be Someone You're Not**

If you feel like you have to be a certain way, and you're really jealous that other people have the traits you wish you had, you're setting yourself up for distraction and disappointment.

Don't try to be someone you're not. You were born with a certain set of traits and a certain personality for a reason. There's something special you're meant to do—you're meant to come up with creative ideas that change the face of your business, your industry, and the entire world. There are unique and special things about you, so stop trying to get away from your nature. Work *with* your nature, and you'll be able to generate unlimited, wonderful, ideas.

## **Listen to Music**

Music reaches in and touches your soul. It can bring you up, and it can bring you down. It can bring you to a particular moment in your history. It can spark amazing new ideas and get the juices flowing for you to be more creative than ever before.

Albert Einstein listened to Mozart—why shouldn't you? Mozart, Beethoven, and other classical artists can enhance your brain's performance and help you become more creative than ever before.

Listen to new, exciting music all the time—that's something really cool about Pandora radio and Spotify, they choose music for you based on what you like.

### **Binaural Beats**

Binaural beats make use of certain frequencies of sound that can help your brain perform better. Some binaural beats can help you become more creative, more focused, and less stressed.

In this case, you should seek out binaural beats that enhance your creativity. You need to listen to these beats with headphones on each ear so they reach maximum effectiveness. Don't dismiss this, because I can tell you from personal experience that binaural beats really help.

### **Ask Questions**

Sometimes, you feel really stuck, like you can't possibly move forward. It happens to everyone, but there's no reason you should feel stuck forever. Simply ask other people for their input. You'll be surprised at how they instantly give you the right answer you've been stewing over for hours. It's just because they're in a different mind space at that exact moment. Ask the question, and you'll get the answers you need to jumpstart your creativity.

### **Do Something Scary**

Have you ever seen those YouTube videos posted by skydivers? The people in the videos clearly feel happier and more alive than they've ever felt.

You need to do something similar. No, I'm not telling you that you should jump out of an airplane. But you should do things that put you out of your comfort zone—things that are a little scary.

Maybe it's taking a cooking class or an art class. Or, maybe it is skydiving or rock climbing. Do something that makes you at least a little bit afraid—you'll be amazed at what it does to rejuvenate you and get your creative juices flowing.

### **Eat Right**

The standard Western diet is pretty dismal these days. As a whole, we eat processed foods and foods of convenience nearly all the time. Gone are the days where we had fresh eggs, fresh milk, and home-cooked food instead.

It's time to get back to those days. Buy fresh fruits and vegetables and try to stay away from anything packaged. If you plan ahead, it's not that much more work to eat right. Don't worry about following fad diets, just eat whole foods and you'll notice your energy and health start to improve dramatically.

### **The Alcohol Debate**

I'm absolutely not advocating that you become a regular drinker in order to become creative. But, I should mention that having a beer after work or during a relaxing cookout on the weekends can loosen your mind and get those creative juices flowing. It has a lot to do with relaxation and removal of inhibitions. Make your own choices about alcohol, but know that some do find very moderate amounts to be helpful for creative purposes.

You can also relax with a warm glass of milk, hot tea, lemonade, or whatever makes you feel good.

## **Bend Your Mind**

Logic puzzles and brain twisters can take your mind in new directions. It can help your mind make new connections it wouldn't have made before. It can strengthen the processes of your mind, leading to better, more creative thoughts. The Lumosity.com membership has been very popular among people who are trying to strengthen their brain.

## **Learn How to Sing or Play an Instrument**

If you're musical already, then you know just how much music can help your creativity. Singing or playing an instrument can be very relaxing. It also uses your mind in new and different ways. Learning the notes, melodies, and beautiful sounds can open your mind and put you in the zone.

## **Write Every Day**

As a businessperson, you may or may not be a writer. If you are, then write something every single day. Whether it's a blog post, technical report, research project, or short fiction story—just write, write, write. Writing and reading constantly is a fantastic way to take your mind in new directions.

## **Make it Clear That You Are a Creative Person**

There's no one who can tell you that you're not creative. You are as creative as you want to be. Declare that you are now a creative person—a great thinker in your industry. You now have the skills to become a great idea person—and your colleagues, competitors, and friends will start to see that in you.

The fact that you know you're a creative person will help the people see it. Declare it, and it will be so. It's amazing how beliefs about one's talents sharpen them.

## **Save the Things You Love**

There are going to be certain articles, business models, ideas, blog posts, tweets, Facebook posts, photographs, graphics, GIFs, marketing e-mails, commercials, YouTube videos, and other artifacts of life that really grab your attention. Take note of these things and save them in the form of a swipe file. Whenever you need inspiration, you can pull from these items to become inspired.

## **Sketch It Out**

Sometimes, it seems completely impossible to see the shape of an idea as it will look as a whole. That's why it can be useful to outline and create mind maps. Break the idea down into its smallest parts so you understand it completely and can add to it. This is how good ideas grow into wonderful, awe-inspiring ideas. Outline, mind map, and brainstorm your ideas, and they will become better than ever.

## **Start from the End and Work Your Way Back**

What is the goal of the idea you're trying to brainstorm? Start from where you want to end up with your idea and work your way backwards. Sometimes, seeing the result of something can help you figure out ways to get there.

I like to encourage people to find their "Point B" before starting to chart their path. So if you're standing at Point A now, it's essential to know your destination, where you want to end up, not just where you are now. It will help you visualize your journey just as surely as having a GPS in your automobile helps you get from home to a far away destination that you haven't been to before.

## **Practice Mindfulness Meditation**

Mindfulness meditation really only has to take 15 minutes per day. There are CDs, MP3s, and online videos that can guide you. Or, you can do this

on your own if you don't need any guidance. Be mindful, take away all distractions, and live in the moment.

### **Access Your Spiritual Side**

Whether you're religious or not, there's a special feeling that comes from sacred spaces like ancient ruins, buildings that are centuries old, churches, temples, and other unique spaces that just have a different feeling than anything else. Visit these places and learn more about them. Feel the power of what they represent in this world. This connection with the rest of the world will help you become more creative.

### **Soak up the Energy of Other Creatives**

Visit an art gallery, go to a drama production, or go to the ballet. Go somewhere where artists have poured their heart and soul into something. You may not be an artsy person yourself, but you sure can learn a lot by observing the work others have worked so hard to create. There is a creative energy in these things, and you can absorb and learn from this energy to apply to your own work—even if you do something that is totally the opposite of artsy in your job.

### **Take These Ideas...**

Hopefully, you've found some great creativity boosters among these ideas. You should be able to generate ideas whenever you want to by picking one of these strategies and following through with it.

Next, I want to give you some ideas for how you can generate product ideas, ideas to get out of a rut, ideas to earn more this month, ideas to solve problems in business, and ideas to solve problems of any type. Use these as a guideline for creating your own methods to solve problems and come up with creative solutions for whatever you need.

Start with the general idea, change the way you approach creativity, and then follow through with the ideas you'll see in each of these

sections. Whenever you find yourself struggling, return to these ideas so you can move forward.



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