Beating Writer's Block

Breakthrough creative processes to inspire, transform and accelerate your writing.

CBD
market what's meaningful®

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About Improvisation

1. Listen
2. Agree
3. Have a POV
4. Play the part

Listen.

Neil Patel, cofounder of Crazy Egg and columnist for HubSpot put it this way…

The body's neural circuitry can be trained to stick to well-worn pathways. Sometimes, these pathways can be clogged. Where ideas once came, there are no more ideas. Where writing once flowed, there is no more flow.

Solutions

Innovative

Best Practices

Leadership

Paradigm Shift

Extensive

Robust

Buzzwords exist for one reason:

to hide. By obfuscating, lying, confusing, or just plain avoiding the issue, business people can avoid communicating.

Seth Godin

Exercise 1 – Free Association

Airport security

Line

Waiting

Waiting room

Reception

Greeting

Hello

Good-bye

In the hands of Freud and other psychoanalysts,

free association—spontaneously saying whatever comes to mind without censorship—became a window into understanding unconscious processes.

Based on my interviews with the creative subjects in my workshop study, and from additional conversations with artists, I knew that such unconscious processes are an important component of creativity. For example, Neil Simon told me: “I slip into a state that is apart from reality.” I surmised that observing which parts of the brain are most active during free association would give us clues about the neural basis of creativity. And what did we find? Sure enough, the association cortices were wildly active during REST.

Dr. Nancy Andreasan, *Secrets of the Creative Brain, Atlantic Magazine*

YOUR turn!

(Listen to the voice inside you.)

Shoes

Insurance

A picture is worth a thousand words…

…dammitt.

Home

Light

Beauty

I wish I lived there

Grass

Are those children in the background?

The house is witnessing that.

Solid

Reliable

Comforting

The home is the beautiful backdrop to your life.

The beautiful backdrop to your life.

Exercise 2 – Free Writing

1. Give each other a topic
2. 8-10 free associated words
3. 5 minutes of writing – non-stop

“The main thing about freewriting is that it is non-editing. It is an exercise in bringing together the process of producing words and putting them down on the page. Practiced regularly, it undoes the ingrained habit of editing at the same time you are trying to produce. It will make writing less blocked because words will come more easily.”

- Peter Elbow

Taken from Writing Without Teachers. New York: Oxford UP, 1973, 1-7.

My Rx for you:

Try 2-3 free associations a day

Agree.

Exercise 3 – “Yes, and…” heightening

Exercise 4 – “Yes, and…” Storytelling

dry erase
dryerase

Exercise 5 – Write a subject line and email

Criteria

- Your company is sponsoring a new award in the automotive industry
- C-Suite level execs in automotive industry
- “Thanks for your contribution to the industry as a whole. You’ve been nominated for the X Award!”
- Subject Line and email

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wires

engine

orange

engines are fast

metal

speed

plugs

ticket

You were clocked going above and beyond.

19%

27%

My Rx for you:

Try 1-2 agreement exercises per week

Have a POV!

Exercise 6 – “You look _____”

DUSTBOWL (n) | dust•bowl:
Formerly 'cereal bowl'. What a remodeler leaves a homeowner with when he's not using BuildClean.™
Redefine remodeling when you do the right thing and BuildClean every time.
BuildClean
DUST CONTROL SYSTEM

Jobsite dust:
Bad for homeowners. Bad for business.

REMODELING DUST IS THE #1 IRRITANT AMONG YOUR CLIENTS.

Did you know that jobsite dust is more than just a nuisance? It's a serious hazard to your homeowners and your team. That's because airborne jobsite pollutants have been known to cause health problems such as sore eyes, burning in the nose and throat, headaches, or fatigue. Plus, they can trigger or worsen allergies, respiratory illnesses (such as asthma), heart disease, cancer and other serious, long-term conditions.

TODAY'S HOMEOWNERS DEMAND LIVABLE REMODELING.

Homeowner interest in health issues tied to remodeling has increased dramatically in recent years. During a remodeling project, they are most concerned about the health of their family and pets, and protecting their personal belongings. They are seeking contractors who share those priorities, and can do the right thing by providing a livable remodeling experience—free of airborne dust and other remodeling hazards—from the beginning of the project to the end.

DUST CAN ALSO HURT YOUR BOTTOM LINE.

Poor dust management will cost you referrals and harm your reputation. Why? Dissatisfied homeowners are less likely to recommend you if they have a bad experience, and more likely to share this negative word of mouth with their friends and family.

Whether you're doing a simple bathroom renovation or a full kitchen overhaul, you must take action now to address the potential health hazards tied to completing a remodeling project. A great place to start is by building a dust control plan using the latest technology, like the BuildClean™ Dust Control System.

> "You have to control the dust, for your health and for the health of your house. BuildClean has been THE solution for us."
>
> – **Sandee Bailey,** *Homeowner*

GAIN A COMPETITIVE EDGE BY CONTROLLING THE DUST.

BuildClean reduces up to 90% of airborne dust generated during a remodeling project. The system uses a two-stage, 360-degree HEPA filter and dynamic fan speed control to adapt to the demands of different jobsites. Contractors can use the device to scrub and recirculate the air or set up a negative-pressure workspace.

With BuildClean, you will reduce jobsite dust generated during the remodeling process, improve homeowner satisfaction, and increase the quality and quantity of referrals for your firm.

Do the right thing.
BuildClean, every time.

BuildClean DUST CONTROL SYSTEM

For more information, visit BUILDCLEAN.COM/ADV1 today.

This is a dust speck.

By itself, fairly harmless—but they never travel alone.

BuildClean™ eliminates 90% of airborne dust from the jobsite. If you don't have this dust management solution in place, your reputation—and any future referrals—are on the line. Ready to grow your competitive advantage? **Send dust packing and BuildClean, every time.**

Visit **BUILDCLEAN.COM/DS1** *today.*

BuildClean DUST CONTROL SYSTEM

Exercise 7 –

Write an article for a company newsletter.

Topic:

“Summer Fridays”

Exercise 8 –

Write a series of Social Media posts

My Rx for you:

Always define your POV before sitting down to write.

Play the part.

The communication between your body posture and your feelings also goes the other way. You can change the way you feel based on how you hold your body. You can change your brain chemistry, and the actions you take or don't take.

Susan Weinschank, PhD

Firestone
BUILDING PRODUCTS

- Business-to-Business Campaign
- Target: Contractors, Architects, Building Owners
- Partnership

They walked the walk and talked the talk.

Firestone
BUILDING PRODUCTS
NOBODY COVERS YOU BETTER.™
Whoa.
Exactly.
Firestone
From roots to rooftops and beyond, we're with you all the way.
At Firestone Building Products, we're committed to making your job easier. By taking the entire building envelope into consideration, we can provide you with superior services, support, warranty and expertise.
Count on Firestone for complete building performance solutions that will help you and your building perform at a level above the rest.
firestonebpco.com
(800) 428-4442
/FirestoneBuildingProducts
@FirestoneBPCo

Exercise 9 – Embodying a character

You’re a 12-year old girl

You’re an 80-year old man

You’re a 20-something,
over-caffeinated account executive

You’re the CEO

“The New Normal of Modern Leadership”

My Rx for you:

Try walking-the-walk then talking-the-talk at least once a week…and watch writer's block disappear.

Listen.

Agree.

Have a POV.

Play the part.

Thank you.

Q&A

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#MWM
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