

# THE CREATIVE PROCESS:

## How to Think of Stuff

**1 WAKE UP**  
 ... sure you can think of stuff while you're asleep.  
 But, seriously, dreams are hard to recapture once you're awake. Oh-and, if you have a cat - you probably didn't get enough sleep.

## 2 GET OUT OF BED

This is the HARDEST part of the entire Creative Process.

## 3 EAT BREAKFAST...

... or, at least drink it, whatever. Just try not to have too much coffee. Not yet, anyway.

## 4 GET DRESSED: to a wedding!

Unless you're going to a wedding!  
 Funeral or new business presentation, this should be the easiest part of your day.

**5 GET TO WORK**  
 You gotta do it. The creative process needs the right environment - and home isn't going to do it. Not enough stress, bad lighting and office politics. The creative process needs pressure to cook. Oh, and please try to get to work the creapest way possible.

## 6 COFFEE: OKAY, seriously - bad, but it's not as bad as everyone says it is.

go through gallons of it a day, and for all the complaining I have yet to see a full-scale Bolshevik-style revolution. yet.

## 7 EASE INTO WORK

open at least 10 chat windows and go fishing. Any one willing to talk to you is doing the exact same thing. Scan Youtube and get your face-book done now. Rationalize all this as "front-loading" your day with all the things that would distract you from actually working all day.

## 8 EAT LUNCH

Wow. Lunch already? Pace yourself with pizza. You'll have a lot of it. (later tonight) And contrary to your current belief system - it is actually possible to have too much pizza - Crazy, I know.

## 9 GO TO A SCREENING

See other people's creative process actually realized! Hopefully at this point you should start feeling a wee-bit guilty about not working. Don't worry. This is only the creative process nudging you in the ribs. It's still a long way before it reaches your head.

## 10 READ A "BRIEF"

This will state the problem that needs the creative solution. Hard to give a brilliant creative answer when you don't know the question. Oh, and by the way, briefs are never brief.

## 11 SEE WHAT OTHER PEOPLE ARE DOING:

or maybe help with their project. Avoiding coming up with your own ideas is easy when you are looking at other people's early and lame ideas.

## 12 GO THROUGH EVERY AWARDS BOOK EVER PRINTED.

Get depressed. Fight-through that. Get inspired.

## 13 PANIC!

Yes. Absolutely panic because the crushing reality is - you've spent the entire day avoiding doing the one thing you've been paid to do - think creatively.

## 14 ORDER DINNER

The idea hasn't come yet, but the pangs of hunger have. And you can't go home without that idea.

## 15 PLAY

Ping Pong, foosball, Wii golf  
 Wii anything, Halo, Guitar Hero, Hell, Rock Band! Now is the time to get physical. This is your workout. Your energy release. Your reward for thinking so hard. Try not to sweat through both T-shirts. That's just gross.

## 16 GO HOME...

and convince yourself that the ultimate creative solution will come to you in a dream. Which it will. It just sucks that dreams are hard to recapture once you're awake.

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\*special note: creative brilliance can happen at anytime during any of these steps. Except playing ping-pong. Nothing good ever comes out of that.