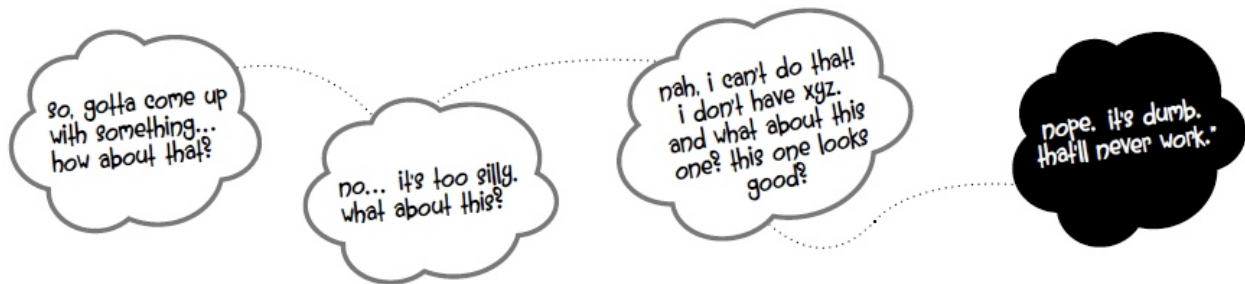


The problem of coming up with ideas:

Part of your problem is that you're creatively constipated. It's the closed-loop brain problem I talk about in the [Idea Evaluator Kit](#).

See, we're all creative in different ways, and we all have the capacity to come up with ideas. We just need to **allow** ourselves to do so.

When it's time to come up with ideas, it usually goes like this:



We censor ourselves before the ideas ever have a chance to get out into the world and breathe a little. We're afraid the idea has no merit, that it'll stink, that everyone will laugh at us if we even whisper a hint about it.

But this is stifling.

And this is what causes all sorts of creative blocks.

you have ideas. you just don't let them come out to play...

So I propose a practice that will allow you to:

1. Write crap
2. Come up with silly/stupid ideas
3. Tell your inner critic to shut the hell up

So. What is this secret? I want you to write.

Yep. I said **WRITE**. But not the way you learned to write in school.

I want you to **free-write**. I want you to get the critic out of the way and let the words flow freely from your head to your hand and on to the paper.

NO censoring, no erasing, scratching out. No worries about punctuation or capitalization. **Just open the connection between your brain and your hand and let it go.**

ready?

What you need:

- **Pen:** one you enjoy and that's easy to use - no pencil or erasable pens, please.
- **Paper:** at least 8.5 x 11, please. No tiny pocket moleskines here.
- **Quiet Timer:** no wind-up kitchen timer. You don't want to stress yourself out.
- **Do-not-disturb sign:** helpful for nosy/noisy households.

What you do:

1. Find a place where you can be quiet for about 20 minutes. Close the door. Hang a do not disturb sign on the doorknob. Best time: first thing in the morning before you crack open your email/feedreader/twitters/facebook.
2. Close your eyes and breathe. In & out three times. Bring your mind to right here and now and focus.
3. Set your silent timer for 20 minutes.
4. Put pen to paper and write whatever comes to mind. Anything. Everything. Even if it doesn't make sense. Even if you think you shouldn't be writing it (that means you SHOULD be writing it).
5. Keep writing. Keep the pen moving.
6. If you get stuck, repeat the last word over & over until you get unstuck. Heck, I even sometimes write "I have nothing to write" over and over until something gets knocked loose. Kind of like a broken record.
7. When the 20 minutes are up, put the paper away. **Don't go back to read it.** Ever.

do this every day for at least thirty days

If you do this daily, you'll find the cobwebs in your brain are fewer, and you're able to come up with more ideas (and better ideas!). Since you're building up your resistance against the critic, you'll find you can easily come up with ideas and entertain them, whereas before you were killing them before they even had a chance to be born.

Warning: There will come a time where you will resist this practice. It usually happens anywhere from three days after you start to two weeks. Don't give in. Starting will be a bitch sometimes, but once you get the pen moving, you'll find you'll be able to write. Even if it's the tritest trite that you've ever written, just write.

For advanced peoples: Work up to three whole pages. That's one side of an 8.5" x 11" sheet of paper times three. This is where the magic really starts happening. I can't tell you how many amazing things have come out of the last half of the last page.

Try it. Tell me how it's going, if you get stuck, if you think this sucks, or if you love it. I want to hear from you!

Email me: alexia@thealternatingcurrent.com or find me on twitter [@alexiapetrakos](https://twitter.com/alexiapetrakos).

Thirty days to more Ideas than You Ever Thought You Could Ever Come Up With. Ever.

I would be remiss if I didn't tell you that this is only one small practice, one small thing that you can do to start getting yourself unstuck. There are many many ways to unstick yourself, and it's entirely possible to remain stuck even though you do these unsticky things. There's deeper stuff at work here if this is the case.

Do the writing. See how it goes.

If you need more un-sticking, [I'm here for you.](#)



Hey! I'm Alexia, your Expedition Leader at The Alternating Current.

I am what's called a "renaissance soul" or "eclectic" but what I like to call "Creative Explorer."

I love many things (art, bookbinding, web stuff, strategizing, quantum theory...) and would die of boredom if I had to choose just one for the rest of my life.

I created the Alternating Current to give you the resources and support to help you get the most out of your Creative Explorer-ness and get your genius work out into the world.

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