



NAOMI LOVES

14 WAYS TO BOOST CREATIVITY & FIND INSPIRATION

1. Create white space in your life, time in which you are doing nothing, or doing manual non-thinking labour (walking to the tram stop; in the shower; washing up; weeding the garden). Don't listen to podcasts or music or anything, and let your brain rest and wander without agenda
2. Seek inspiration: go to a gallery, listen to music, listen to a podcast, read a good book (not a blog, a real book). Social media is good but also prone to trends that we can get sucked into - try to look further afield than the Internet
3. Take a walk with a camera. Even if you're not a photographer or creating visual art, looking at things through a camera lens creates a different perspective and helps unlock creativity in your brain for other projects
4. Get a good night's sleep. I know, sometimes that's easier said than done, but it's hard to think creatively when you're tired
5. Get a second opinion. Ask someone who you admire creatively (and who you trust to be constructive) to look at what you've done, and brainstorm ideas or opportunities. OR share what you've done on social media and invite feedback (but only if you feel this is a supportive community for you)
6. Try something different. If you usually like to paint, learn a language instead; if you like to write, take a cooking class. It's the creative part of your brain's version of "a change is as good as a holiday"
7. Do it for the joy of it. The pressure of deadlines, income, other peoples' expectations, can all get in the way of creativity



N A O M I L O V E S

8. Get some exercise. Even just walking regularly can help but, according to research, the key word here is regularly

9. Avoid social media distractions. Take a few hours away from your phone every day - maybe even put it in another room. If you can't help yourself, remove social media apps from your phone

10. Write down your ideas, thoughts and feelings by hand. This prompts "reflective functioning" because it causes you to both feel an experience as you write it down, and then reflect on it, or make sense of it, when you read it back. I don't know why, but this is a lot more powerful when you write rather than type

11. Create a Pinterest board of things that inspire you. Or several boards, if you like. Whenever you come across an image or idea that you like, or that sparks your curiosity, pin it to your board. Then at any time when you are looking for ideas, you can revisit that board for creative inspiration

12. Collaborate - once when I was trying to write a character of an old man, I asked an actor friend of mine to role-play the old man so I could better brainstorm ideas

13. What else is going on in your life? The stresses and trials of life - children, work, finances, an argument with your spouse... all of these can temporarily block creativity. Be kind to yourself. sleep on it, do what you need to do first. Have faith that inspiration and motivation will return and, when life calms down a little, try one or more of the techniques above

14. Carry a notebook and pen with you everywhere so that when inspiration does strike, you can capture it before it slips away