

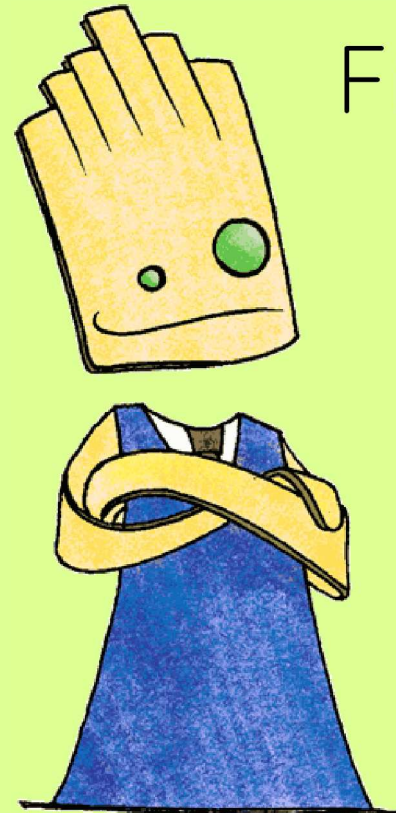
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My illustrations and stuff: [www.itchillustration.com](http://www.itchillustration.com)

# Being Creative

A short e-book about Being Creative and Having an Oddly shaped Head

By best-selling author

## Fingerhead



May contain useful advice  
Also: nonsense

Hello.

Fingerhead will now teach you about being creative. This is principle;

**Creative is not crazy divine spark you cannot predict or control.**

**Creative is product of your brain, like a tomato is product of tomato plant.**

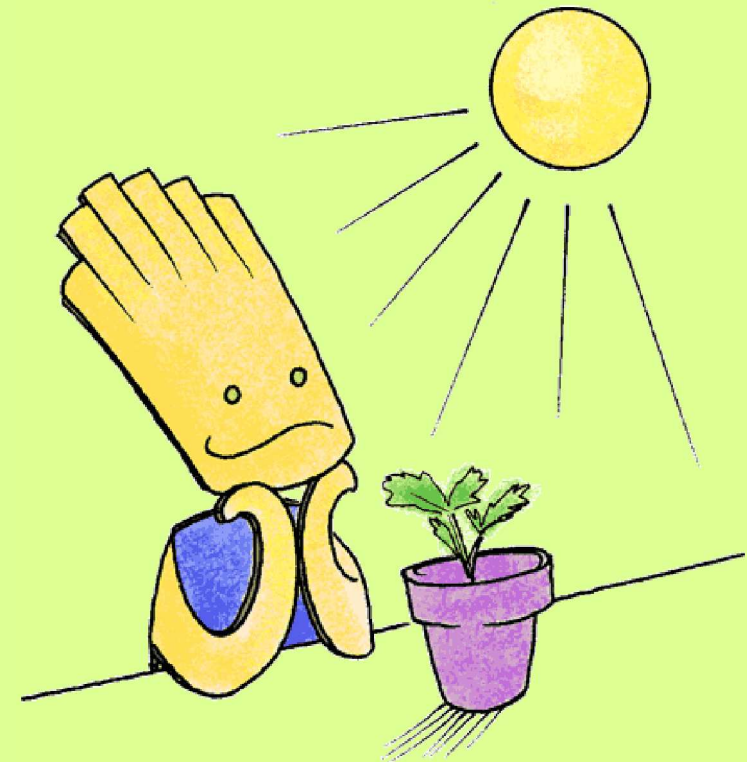
Treat tomato plant well, give sun and water, you grow a tomato. Treat brain well, you grow creative thing.

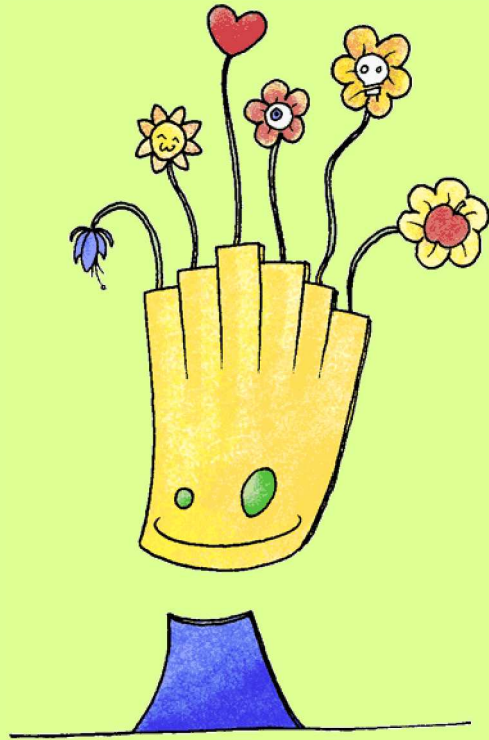
Maybe you think creative is about inspiration. Maybe you think if you not feel inspired, there is nothing you can do. Then maybe Fingerhead's method not for you.

Maybe also you are wrong.  
Fingerhead thinks so.

## Treat brain well

Like tomato plant, creative brain is delicate and easily destroyed by stepping on. Fingerhead will list some things good for caring for brain.





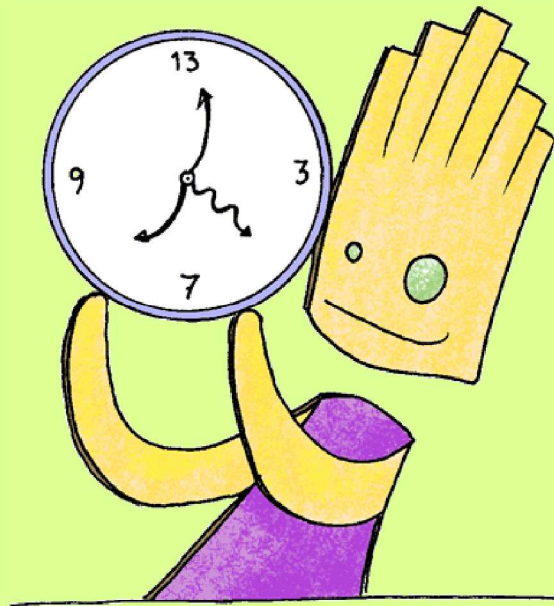
*Let all your crazy flowers bloom*

## Nurture ideas

For being creative, you need ideas. Lots of ideas is better than only few ideas. You can choose better ideas, and let not so good ideas go. How do you get your brain to bring you many ideas?

When brain brings you a bad idea, and you say: **that is a stupid idea! You are a lousy brain, go away and get me something I can use!** Your brain will freeze up and become unsure, and not pass you ideas in case it is another bad one.

Instead, say: **OK brain, that's great. I cannot use it right now, but I will make a note, because you never know. Let's try to find some more ideas.** Do not judge ideas immediately, you never know how it might turn out when connected with different idea.



*Use your routine to support you*

## Habits

Maybe you think habits boring. Do same thing every day, boring, boring. But habits can be a stick for your tomato plant to grow besides. Spend some time every day on your thing thing and it will be easier, day by day.

With habits, you can train brain to think: **aha! It's 7 o'clock and there is pencil in my hand! I must be here to draw! Or, aha! I just had breakfast, and now I look at document on computer. It must be time to write!**

With habits, you can train your brain like a dog, and it will focus on your thing, rather than distracting you with other stuff and unimportant nonsense like laundry or house being on fire.



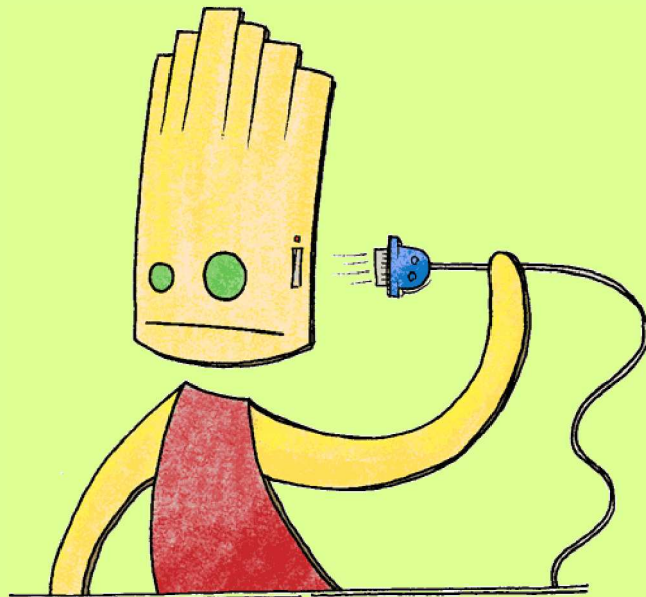
*Love your milestones*

## Set goals

When working on big thing, break it down into smaller thing, like chapters, or sections, or miles or french fries. Set small goals, and celebrate completion of small parts. Say, **yay, I finished a chapter today!** This is patting brain on the head for doing work. If you say, **Oh, no, I have so many more chapters to do,** you put your brain down for not doing enough. Brain will be sad.

Track how far you have come, as well as how far you have to go. Take pride in the work you have done.

Have patience with poor brain, who cannot do everything in short time.



*Unplug to make room for your own mind*

## Don't distract yourself

Your brain work best when it can focus on one thing.

Some people multitask better than others. They say women better at multitasking than men or gender ambiguous characters with strangely shaped heads. But even women perform better on mental tasks when not distracted.

Turn off TV, phone, internet, to allow brain to focus on thing. May be uncomfortable at first, but try if you get used to it. Brain was designed for hunting mammoths or picking berries. Not watching TV and twittering and checking your mail every few minutes and try to write at same time.

Research shows does not work well.  
Also, Fingerhead says so.



Gherkins

## Don't punish yourself

Sometimes, every idea is bad.

Sometimes you cannot stick to habits, even though you try hard. Sometimes you cannot even hit small goal for the day. Sometimes, when you remove all distractions, get distracted by your fingernails.

Sometimes your tomato plant grow only gherkins.

Dry, shrivelled gherkins.



*Is tomato plant after all*

## Being creative is hard

Sometimes is too hard, and you feel lousy. Don't make it more lousy by beating up on your brain for being lousy and not getting any work done. It's not nice, and not helpful.

Try to be patient and encouraging with your brain. Talk to yourself like you talk to a good friend, who has hard time. Hard time, like good time, passes. Be patient and have faith that tomatoes will come. It is tomato plant after all.

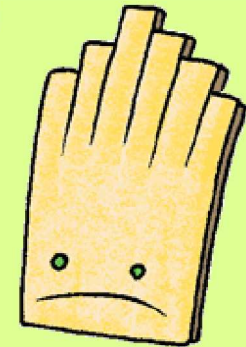


## The system

Fingerhead have simple, 4 step system to make you creative and successful and thin in three weeks.

OK, maybe not thin.

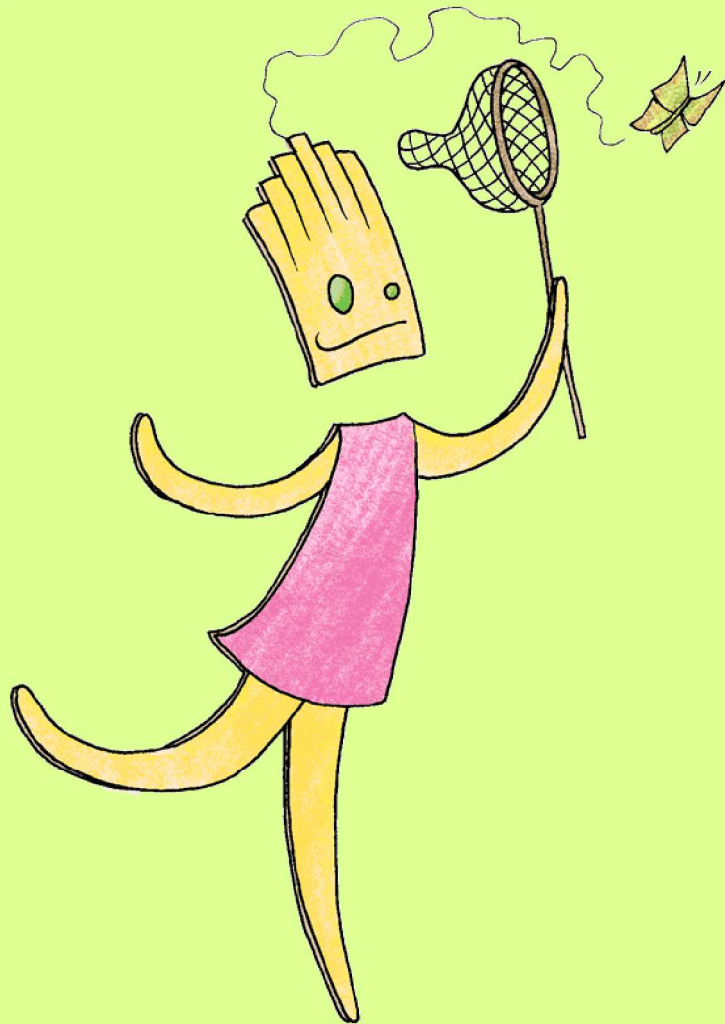
OK. Maybe not successful or creative either. Maybe Fingerhead is not bestselling author, but only character that does not even have fingers. How does Fingerhead type?



OK. So, Fingerhead not even real. But system is real. System is used, sometimes, when she is not being lousy gherkin-brain, by person who created Fingerhead.



I know is not very impressive system that only create character with no fingers who cannot even use English properly. But think: maybe fault in brain, not system.



## 1. Capture

Catch your ideas when they happen, no matter how crazy or useless. Carry a notebook. Pay attention to what makes you laugh or think. Both is best.

Capture is where you are nice to your brain by taking everything it gives you and saying **Yay! Well done brain, it's a thing!** It encourage your brain to bring more ideas. Also, you cannot judge the value of an idea when it first occurs to you. Because of second step.

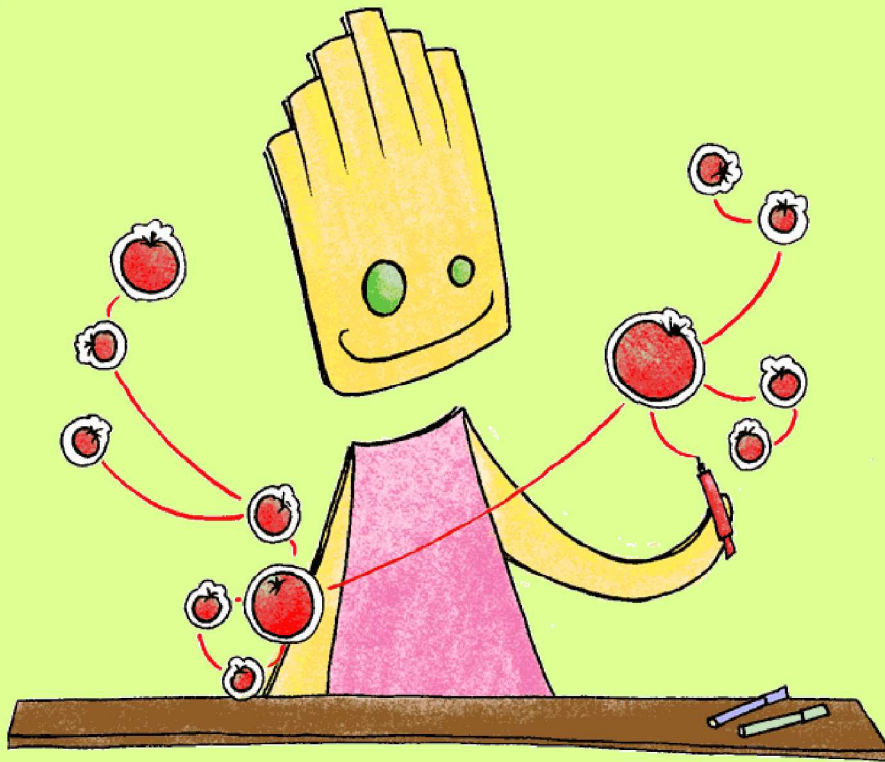
## 2. Connect

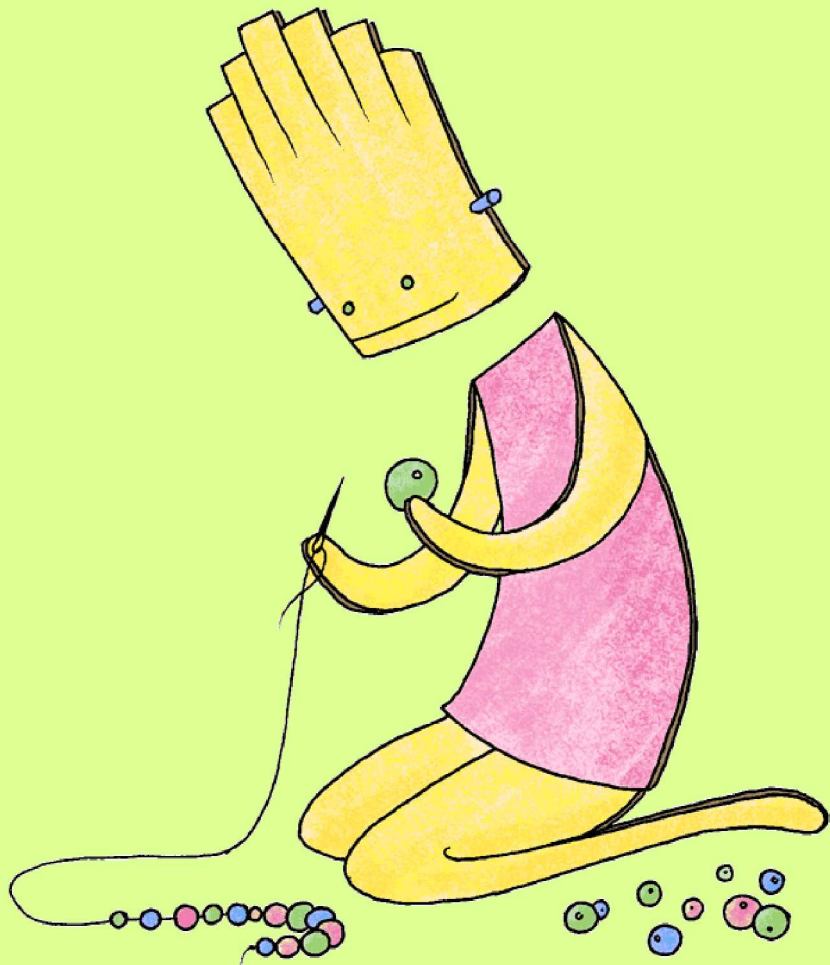
Regularly look through your ideas collection. Make connections, elaborate, turn upside down. Turn your ideas into a thing you can make, or feed them into your current thing.

Creativity is not: making something new out of nothing. That's impossible. It is about making new connections between things that weren't connected before.

So take the stuff your brain has blurted out, and move things next to each other. Make groups and play. You can also grow new neurons this way and solve problems. And become thin.

Wait, no, not become thin.  
But creative is good for you, so make connections.



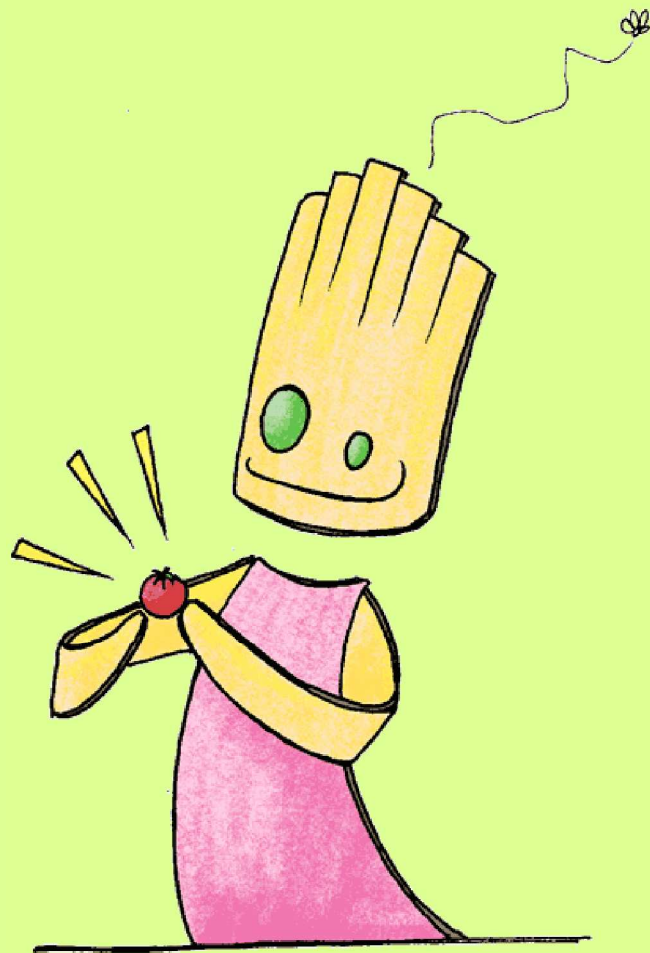


### 3. Do

Shut off all distractions. Lock yourself up and work. Take only short, scheduled breaks. For instance: 5 mins every half hour. No more or less.

Keep yourself on task by working for a set time, and rewarding self with breaks. Like this: no e-mail checking until I have worked for 10 minutes. No lunch until section is finished.

But not too strict.  
Maybe have lunch anyway if really hungry.



## 4. Rejoice

Reward yourself for working hard, if only by feeling good about self. Be kind to self and your thing, even if not perfect. Not many things are. Repeat.

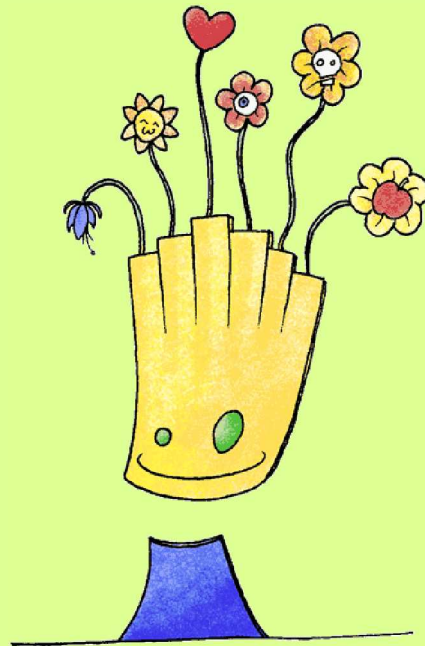
Always remember being creative is hard. Be proud of work you have done, even if all you can see are mistakes. If no one else there to say: **Well done, you did a thing!** you have to say it yourself. Does not mean you crazy. Promise. All creative people talk to selves.

**1. Capture**

**2. Connect**

**3. Do**

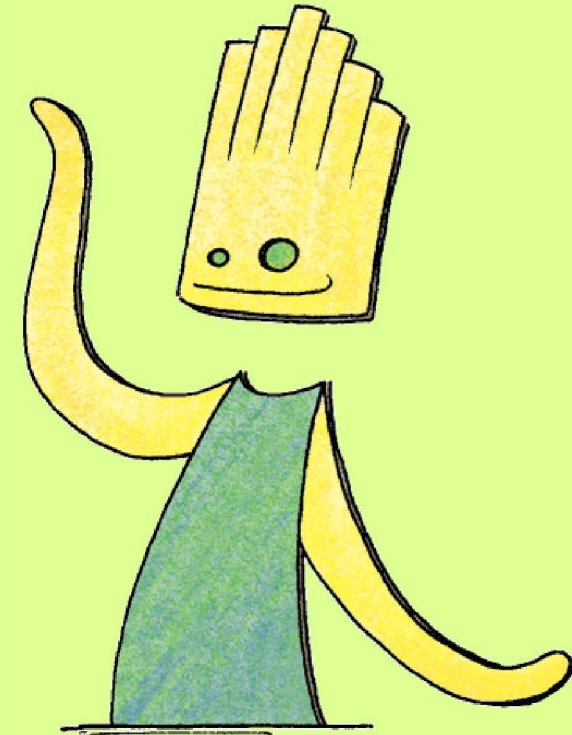
**4. Rejoice**



Do you think system can be useful?  
Would you like more help remembering  
to do creative thing, like a desktop  
background or occasional e-mails from  
nice person about creative stuff?

Of course! So don't be gherkin-brain and  
sign up to list for bonus things:

<http://www.itchillustration.com/being-creative/>



OK, that all. Thank you for listening to  
Fingerhead, who talks stupid and has an  
oddly-shaped head.

Bye.