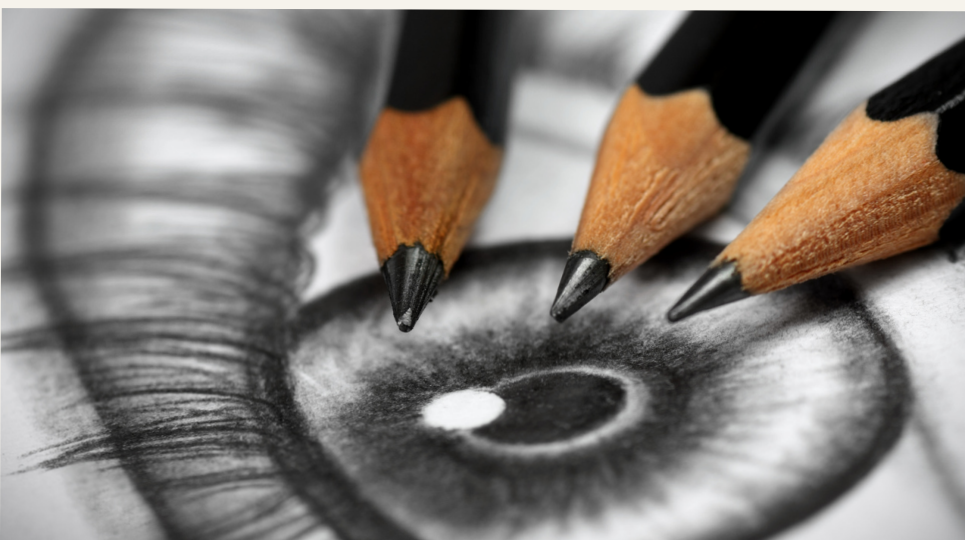




*Let's Get Started*

# 10X YOUR MOST POWERFUL ASSET: CREATIVITY





# HEY, I'M WHITNEY

A creative coaching creatives.

I am devoted to helping people harness meaning and fulfillment of self-expression while discovering purpose, joy and success.

Creativity is at an all-time low globally, while anxiety and depression are at all-time highs. My work focuses on helping clients by optimizing motivation, mindset, health and meaning-making. Together, we'll build confidence, productivity, purpose and success.

*Whitney xoxo*

LET'S DO IT!



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*WITH THIS E-BOOK, YOU'LL GAIN PERSONAL INSIGHT AND AWARENESS THAT WILL ALLOW FOR CLARITY, BREAKTHROUGHS, AND BIG LEAPS FORWARD IN AN EVERSO FAST-PACED WORLD.*



“YOU’RE BRAVER  
THAN YOU BELIEVE,  
STRONGER THAN  
YOU SEEM, AND  
SMARTER THAN  
YOU THINK.”

WINNIE THE POOH





# 01

## MAKE THE TIME

Excuses and procrastination are a common thread amongst artists. The first step to 10X your creativity is to set **TIME BLOCKS** that are non-negotiable. I suggest starting with three 1-hour blocks per week if you have a full-time job, and more blocks if time permits. When you show up to these blocks, you need to be prepared to create. That's the next step.

*TAKE THE QUIZ!*



# QUIZ

***DO YOU EXERCISE?***

YES

NO

***DO YOU TAKE THE TIME TO EAT HEALTHY (BECAUSE IT IS ANYTHING BUT CONVENIENT)?***

YES

NO

***DO YOU WORSHIP A FAITH?***

YES

NO

***DO YOU MEDITATE?***

YES

NO

***DO YOU KEEP YOUR CAR CLEAN?***

YES

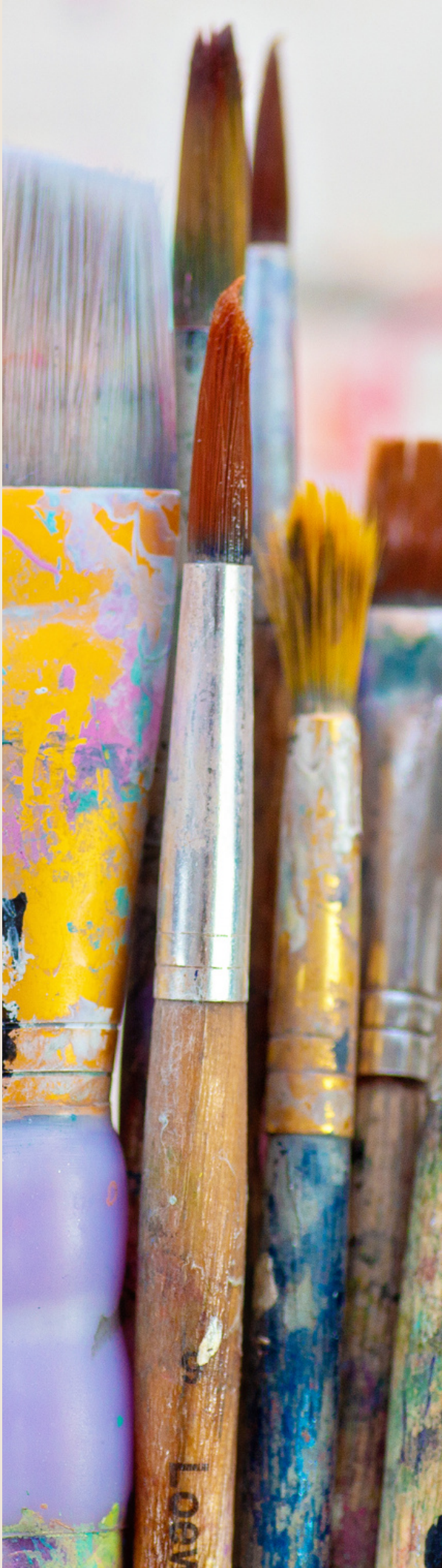
NO

**IF YOU ANSWERED YES TO 3 OR MORE OF THESE QUESTIONS, YOU ALREADY HAVE A HIGH PRIORITY TO MAKE “ME TIME”!**



When you're first starting out and establishing the habit of maintaining creative time blocks throughout the week, use this calendar (or a planner of your choice) to schedule non-negotiable dates for creativity. Just as if you were to pencil in a morning yoga class each Wednesday, or a date night every Friday evening, write down the days and times that you will dedicate to creativity every single week.

	<b>MON</b>	<b>TUE</b>	<b>WED</b>	<b>THU</b>	<b>FRI</b>	<b>SAT</b>	<b>SUN</b>
6:00							
7:00							
8:00							
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# 02

## SHOW UP

Showing up to your blocks of time is vital, but it also matters a great deal “who” shows up and with what energy level and mindset (we’ll get into that in steps 4 & 5). Here’s a checklist that is a helpful tool in the first few weeks, until it becomes routine...

*TAKE ME TO THE CHECKLIST!*





# TIME BLOCK CHECKLIST

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## Tasks

- Decide what project to work on
- Have all the materials needed
- Is my environment good for creating?
- Turn cell phone on silent
- Tell those around not to disturb me
- Set timer
- Have journal handy to record thoughts



## STICK TO IT

This checklist is designed to give the BLOCK its fullest potential to be productive. Sometimes, the creative juices just aren't flowing. When this happens, commit to the whole block, but switch from project to journal entry - what are the reasons you think you're not "in the mood", or simply jot down some ideas for future projects. This action could shift your mind toward the need to get down to business. The result of keeping these coveted blocks of time is, of course, for it to eventually become routine and just part of your daily life.



# 03

## CONTROLLING YOUR THOUGHTS

**Now that you have started to produce new works, your internal dialogue may get a bit brutal. You might start thinking things like “my painting is not good” or “who am I kidding?” or maybe “I am too old to start now.”**

Who knows why these thoughts come to us... Perhaps to protect us from getting hurt - if you don't try, you can't fail, right?

Fortunately, there are tools to help quiet those voices, by first hearing them, recognizing them, and then replacing the negative thought with a positive one. “I'm too old, but I'm also wiser and know that this makes me happy”, or “I don't know what I'm doing but I know I will get better with practice and it's worthwhile to see.”

It's not always just negative self-talk. Sometimes it's frustration from envisioning how you want the outcome to be and producing something far less. This is normal and the remedy is time; you have to put in the time investment to expect a good return. It will happen - I promise!



# YOUR NOTES:

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## WRITE IT DOWN

I highly recommend journaling about your specific issues - it always helps to work them out and find clarity. There's just something about writing it down.

*enjoy the process*



# 04 HEALTH & FITNESS

**Maintaining good health is vital to optimizing creativity.**

If you feel good, you feel like doing things - all kinds of things. When you feel bad, you feel like doing very little. Eating nutrient-rich foods, limiting sugar intake, and drinking lots of water will help with your daily disposition, as well as exercise, which creates wonderful feel good hormones like endorphines and dopamine. Good sleep is actually the most important of all - 7 hour minimum, more is better. These energy-producing actions will help you stay energized. Energy makes energy, and you need energy to be your best creating self.



## Goal Setting

- S** specific
- M** measurable
- A** attainable
- R** relevant
- T** time - bound

# 05 MINDSET

**Mindset is a ginormous part of the creative equation.**

Mindset is where intention is fostered. Mindset is where focus is determined. Mindset is where the choice to create happens. A mindset to harness the challenges of a creative life is not always easy; it requires self-discipline, support from others, and some goal-setting. Having a plan and some goals set, such as a finish date for a project, will allow for you to stay focused. Write your plan and goals down. Mindset is really just your attitude towards something, and attitude is ultimately a choice on how to show up.





MINDSET IS WHERE  
INTENTION IS  
FOSTERED.

MINDSET IS WHERE  
FOCUS IS  
DETERMINED.

MINDSET IS WHERE  
THE CHOICE TO  
CREATE HAPPENS.

# MY PLAN/GOALS:

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## PRO-TIP!

Place written prompts around your office, bathroom and other highly trafficked areas that say things like, “energy flows where attention goes” or “grit, determination and discipline”.

*you got this*



# 06 MEANING & PURPOSE

It is imperative that you at least consider what your purpose is and what you feel is the meaning of your life.

The BIG questions when answered (*and always subject to editing*) can be a wealth of inspiration, motivation, joy and happiness. A great way to start the process is to pose the question to yourself: "Why" do you like to create? Then with that answer, ask "why" again and again like a little kid until you have dug so deep into your "whys" that you've found your purpose and meaning. Having this understanding will not only keep you on your path, but will also bring tremendous peace into your life.



# 07 GET ORGANIZED

Disorder is kryptonite for creatives and their work

Your environment is an extension of your brain; if there is a mess around you, there is likely a mess in your mind as well, or at least a bit of clutter. Organization is a powerful asset to have as a creative, as it can double or even triple your productivity. A tidy creating space is like clean air - it makes it easier to breathe and enjoy the space. Embrace a little OCD behavior and set a day to dive in!

A wooden easel with a blank canvas stands in a room with a window and curtains. The scene is dimly lit, with light coming from the window. The easel is made of light-colored wood and has a dark canvas. The window has white curtains and a white radiator is visible below it. The floor is made of light-colored wood.

A TIDY CREATING  
SPACE IS LIKE  
CLEAN AIR.





# 08

## COMMUNITY - FIND YOUR PEOPLE

The last part of this equation is in finding your people.

It's time to join organizations and groups that support what you do, and to start networking. Most artist groups offer benefits, such as organized exhibits for members, workshops and critiques. National leagues and societies host large conventions where members come from all over the world. You also might find groups on social media that offer high quality content and networking possibilities.

Networking in this way and forging relationships with your contemporaries is important to stay inspired and keep up with current trends, knowledge and new products.

It is also important to acknowledge that if there are non-supportive or bad relationships in your life, it is time to face the fact that they are holding you back from reaching your full potential.



# TESTIMONIALS



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THIS EBOOK WAS VERY HELPFUL, THE INFORMATION IS WELL-WRITTEN AND ORGANIZED. THE AUTHOR DID A GREAT JOB EXPLAINING STEPS AND STRATEGIES. IF YOU ARE LOOKING FOR INFORMATION ABOUT HOW TO HARNESS YOUR CREATIVITY, THIS BOOK IS FOR YOU.



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I'VE READ A LOT OF BOOKS ON ENERGY AND MINDSET AND I DON'T USUALLY WRITE REVIEWS, BUT THIS IS ONE OF THE BEST EBOOKS I'VE EVER READ. IT'S SUPER INSIGHTFUL AND ACTIONABLE.



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IT WAS VERY HELPFUL TO ME IN MY JOURNEY. I JUST STARTED OUT AND I AM ALREADY SEEING SERIOUS IMPROVEMENTS. THANK YOU FOR THE GREAT INFORMATION!



# THANK YOU FOR READING!



WHITNEY BROCK  
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CREATIVE COACH*

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