



How to Tap Into Your Genius

Bill Gluth, Develop Your Vision
Creativity E-Book Series

Quick and Easy **ACTION Steps to
Successful Creative Thinking for
the Overwhelmed Business Mind**

by Bill Gluth

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Table of Contents

Introducing Tap Into Your Genius -----	4
Where to Start in Your Search for Creative Thought -----	5
Take the Plunge. Your Next Step-----	7
Take This ACTION Now -----	8
I Want You to Experience Creative Thinking-----	10
Human Touch Marketing Expert, Bill Gluth -----	11

Introducing Tap Into Your Genius

Most people associate creative thinking with some sort of magic that only a few "talented" people can actually do.

Actually, creative thinking is the domain of anyone. All you have to do is slow down long enough to focus. Then follow your heartfelt inspiration, instead of your fast moving rational mind.

You'll find greater satisfaction and dramatically better results. When feelings are combined with rational thought data to create a complete solution, you have created a complete thought process.

In scientific terms this is called the study of Neurocardiology. [Google provides 14,200 pages](#) of information about this new science.

NEXT: *Where to Start in Your Search for Creative Thought*

Where to Start In Your Search for Creative Thought

Begin by Reading for inspiration. Great ideas are inspired while you are taking in new thought you may not have considered before.

A classic work on creative thinking is [*A Kick in the Seat of the Pants*](#) by Roger von Oech.

It starts by telling the story of Jack and his visit to the "Idea Doctor".

Roger von Oech points out that all of us avoid trying new things. The reason is because we develop attitudes about creative thinking that keeps us *stuck* where we are.

The 4 insidious attitudes that keep us stuck are:

1. It's not important
2. I don't have the time.
3. I already have the answer
4. I'm not creative.

The last insidious attitude of *I'm not creative* is the most dangerous of them all. Why? Because it is the most untrue.

Think of any time you had a problem, created a solution that was completely out of the ordinary, took action on that idea and had a wonderful result.

How did that accomplishment make you feel?

If you're like most people I'll bet you felt great. You felt powerful, rewarded and proud of your accomplishment.

Limiting your creative potential by saying *"I'm not creative"* actually limits your complete expression of life. We are ALL born to create. That's why it makes us feel so good.

As von Oech goes on to point out, *"And if your self esteem is low, you haven't realized that whether or not you become the next Picasso, Einstein or Curie, you were born with the ability to probe in unique ways, and your challenge is to realize this potential."*

NEXT: *Take the Plunge. Your Next Step*

Take the Plunge. Your Next Step

Roger von Oech explains the next step eloquently. He suggests that for high creative performance we wear 4 different hats.

- 1. The Explorer** goes searching for new information. As an Explorer you use *food for thought ingredients* to stimulate your creative appetite.
- 2. The Artist** turns the explorer's observations into new ideas. The Artist just creates; using all thoughts, no matter how outlandish. Commit every idea to paper without regard to rationale or logic.
- 3. Then the Judge** evaluates the merits of each idea to create a final, remarkable idea.
- 4. And finally the Warrior** carries your remarkable, creative idea into action.

The important thing to realize is there is no right or wrong way to think creatively. You are unique and will have your own style.

Finding your creative thinking style will happen when you start using creative thinking to replace *RE-active* knee jerk responses to solve challenges.

NEXT: *Take This ACTION Now*

Take This ACTION Now

1. Identify 1 challenge you would like to resolve this week. It can be anything from staff or vendor issues, resolving overwhelm, or increasing cash flow. Make sure the challenge is a top priority and needs immediate attention.
2. State the problem clearly and precisely on paper.

Beth Phillips, adult education expert and the [Eagle Eye Editor](#) tells us, "*The physical action of forming words on paper helps put new information into long-term memory.*" A detailed description of the challenge is very important.

3. Write down and analyze:
 - a. Facts
 - b. Knowledge
 - c. Concepts
 - d. Experiences
 - e. Feelings
 - f. Opinions
 - g. Problems relating to this one
 - h. Ideas businesses outside of your industry have used to solve similar challenges
 - i. Observations of yourself in action
 - j. How this problem would look from an outsiders perspective
4. Volume is important here. Don't stop at 4 or 5 thoughts, stretch yourself. Come up with 101 ideas. Let your Explorer, explore. Then let your Artist create.

5. Weigh your findings. Ask yourself "*What is remarkable here?*" Make the criteria for a decision "*Remarkable, different and unique to me*".

Do not settle on ideas that are commonly done. Take the common in the opposite direction and make this solution unique based on your personal experience, ideas, knowledge and feelings.

6. Take the idea *fearlessly* into **ACTION**. Allow the Warrior to shine your creative light on the people this idea serves the best.
7. Be proud of yourself, you are now among a small group of *creative thinkers* who dares to express their unique creative potential to the world.
8. Repeat this process for every challenge you face in both business and life.

Remember *RE-active* = OVERWHLEM. *PRO-active* = **P**ride, **R**esults and **O**utcomes you'll love – the main ingredients for balance and confidence in your life in business.

In his book [Thinking for a Living : Creating Ideas That Revitalize Your Business, Career, and Life](#), author Joey Reiman points out, "*Everybody experiences far more than she or he understands. Yet it is experience, rather than understanding, that influences behavior.*"

Being creative means thinking with your heart (feelings) and head (rational thought) at the same time, as a single thinking unit.

It feels REALLY good. Do it right now. Pick one problem and start at step # 1. Work through it, and then email me at problemsovled@developyourvision.com to let me know how it worked. I will feature the most interesting responses on my blog at <http://www.billgluth.com>. Fame awaits!

NEXT: *I Want You to Experience Creative Thinking*

I Want You to Experience Creative Thinking

If you're having problems doing this exercise, call me at 623-210-3203 or e-mail me at thinkinghelp@developyourvision.com.

I'll schedule a complimentary 30-minute telephone consultation with you.

During that 30-minute call, I will help you work through the blocks that are holding you back from experiencing *creative thinking* in your business and life.

Your creative mind will open up and soar because you will be able to *think with your heart, instead of your head*.

NEXT: *Your Talent in Business Expert, Bill Gluth*

Your Talent in Business Expert, Bill Gluth Presents *The Tap Into Your Genius Seminar*



Bill Gluth is a Human Touch Marketing Expert, professional speaker, trainer and consultant. He is the first person to specialize in developing “talent” as a competitive business strategy.

Bill brings clear, simple and focused action steps to any business building program. He spotlights unleashing your talent in business so that you can learn how to be unique in a commodity driven world.

Learn more about Bill Gluth and his Pull Your Life into Focus and Tap into Your Genius programs by visiting <http://www.developyourvision.com>

Bill shares his personal observations of life in small business throughout the week on his blog at <http://www.billgluth.com>

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