

THE SCOOP- January 2005

THE SCOOP is a monthly e-letter from www.brainstormingalamode.com designed to share tips, ideas, and resources for creative living, authentic expression, and right livelihood.

Check out the index below and scroll down to what catches your eye. If at anytime you wish to be deleted from my mailing list, e-mail shawn@brainstormingalamode.com.

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I. À La Mode Living - *Insight from people who bring ideas to life*

I'm drawn to people who are living creative, rich, fulfilling lives. I can see it in their eyes—a sparkle. Hear it in their voice—a ring. Sense it in their presence—authentic. Touch it through their works—contribution. These folks not only live “outside the box”, they live without one. This appeals to me!

As a child of the 50's programmed in Milton Bradley's board GAME OF LIFE, my path was mapped out. Go to college, find a husband, get married, buy a car, make babies, get a job, go to church, and learn typing in case I need something to fall back on. The goal was to end up in a sunny beachfront retirement home with lots of stuff and stock and time. I didn't realize until my 30's (after I tried and failed at the 50's model) that all women don't have kids, college and marriage are an option, money isn't the end all be all, consumption is never satisfied, work isn't a steady paycheck, and the time is NOW.

I discovered (thanks to my teachers) that there were many flavors of life from which to choose. I could opt for white picket fence, 2 kids, car, and dog (which does work for some) OR consciously CHOOSE to create something else. The people I come across in my travels, work and reading illuminate new possibilities for what I call *À La Mode Living*.

What I understand so far is that opportunity is for the opportunist. “I saw an opportunity and I took it,” is the frequent reply of people who are living their dreams.

What opportunity is in front of YOU at this moment? What will it take to say YES?

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II. Essentially YOU Marketing™ - *Tips to attract business meant for you*

Don't forget to update your photograph in all your marketing materials as you and your business grow. It's about integrity and congruence. Picture this...

When I meet you I get a sense about you—a hit. As I learn more about you that “hit” (sum of all my senses) is validated or negated. When I visit your web site and see a photo that reflects the YOU I met—I smile. When I read your brochure and find the color scheme and graphics are ALIGNED with my experience of you—I lock in my impressions. If I see the services on your business card MATCH your verbal descriptions—I feel confident about your work. Put it all together and my instinct and intuition are validated through your marketing materials. I'll most likely do business with you at sometime or refer you to someone who needs what you provide.

On the other hand: If your photo is outdated or just plain bad—I may wonder what you're hiding or question the quality of your work. If the “look and feel” doesn't resonate with the YOU I met—I may doubt my judgment. If your text is different than your words or your descriptions are unclear—I may wonder if you can deliver what you say. Bottom line I'll question my own GUT and your integrity.

Do you do good work? Do you reek of competence? Are you the right person for the job? Professionalism isn't a business suit--it's your presence. What are you wearing?

III. 31 Flavors of Creativity - *Exercises to engage your creative mind*

Trying to get to your essence? Want team members to get to know each other? Try the game below in a solo, group, or paired activity. (Sorry I can't remember where this originated)

If you were a....

- Musical composition, what would it be? Why?
- Wine, what would it be? Why?
- Game, what would it be? Why?
- Flower, what would it be? Why?
- Piece of Art, what would it be? Why?
- Car, what would it be? Why?

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IV. Cool Resources - *People, places, and things to ignite your creative wisdom*

Pass It On <http://www.forbetterlife.org/index.asp?language=eng>

Pronoia Therapy (as opposed to Paranoia)

<http://www.freewillastrology.com/beauty/pronoia.therapy.html>

Creativity Techniques from A-Z <http://www.mycoted.com/creativity/techniques/index.php>

“Supporting you in creating a more just, sustainable, and compassionate world.”

<http://www.futurenet.org/>

V. Specials - *Discounted deals and limited time offers*

Resume Update and *Interview Prep* specials are available through June 2005. Click on the link below or contact me (Shawn Snelgrove) at 303.810.1437 for more info.

http://www.brainstormingalamode.com/shop_specials.htm

VI. Quote of the Month

“Energy follows thought; we move toward, but not beyond, what we can imagine.”

--Dan Millman