

THE SCOOP- March 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 this mailing list, please e-mail shawn@brainstormingalamode.com.

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

If large-scale manifestation intrigues you, as in the recent *Gates in Central Park* Project by Christo, read this interview with the artists: <http://christojeanneclaude.net/eyeLevel.html>

How do they do it? According to their web site, “All our projects come from ideas out of our two hearts and our two brains (we never create works coming from other people's ideas). We have completed 18 projects and have failed 37 projects...Many of the 18 have been refused, more than once each, but we persisted because it was still in our hearts.”

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

Resistance. It's part of the deal anytime we embark on a venture of the heart--whether it is a business, a painting, a relationship, or cause. The best marketing in the world can't compete with the drag factor of internal resistance. To ignore it, whine about it, overcome it, play with it, or fight it is futile.

Whether resistance shows up as belief like, “It's not really possible to make money doing what I love,” or a thought such as, “I'm not good enough” or conflicting values like, “Financial security and fulfillment,” doing MORE marketing is NOT the answer.

If you outflow from this place (whether it's a phone call, a sales call, an interview, or an e-mail), it's counter productive because resistance:

- Blocks others from experiencing the REAL you
- Weakens the strength of your message
- Make people RUN the other way (they have their own resistance to deal with)
- Causes others to question your abilities (because you do)
- Fights instead of invites
- Attracts work NOT meant for you

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So when your resistance is STRONG, get a cup of tea, pull up a chair, and sit down for a conversation. Talk to resistance as if it were a person and see if it has some information for you. If so, listen well. If not, learn to live with it in PEACE.

Read *The WAR of ART: Winning the Inner Creative Battle* by Steven Pressfield for more insight and tips.

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

When you need to get the creative juices flowing with a group, try this simple exercise. You'll need a paper cup, a paperclip, a pencil, and a rubber band.

Divide the group into teams of 3-4. Give one object to each team and assign a scribe. Ask teams to come up with as many possible uses for the object in 5 minutes. Invite participants to get really crazy and think out of the box. Walk around and add your ideas to their lists.

When 5 minutes is up, ask each team to share their list, and then dive into your agenda with renewed vigor and openness!

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

- Want inspiration from others who have work filled with purpose, passion, and profit? Click on www.worthwhilemag.com or look for this new magazine at your local bookstore.
- Wish move from reactor to creator? Want to get out of problem/relief hypoglycemic living? Check out this white paper by Bob Campbell of the Leadership Circle called *Mastering Leadership* at <http://www.tlcommunity.com/tlcommunity/main/resources.htm>
- Need help slowing down? Explore <http://www.stopping.com/events.htm>
- Want some loving recipes for life and food? Buy *With a Measure of Grace—The story and recipes of a small town restaurant* at <http://www.provechopress.com/>

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

“Listening to your heart, finding out who you are is not simple. It takes time for the chatter to quiet down. In the silence of ‘not doing’ we begin to know what we feel. If we listen and hear what is being offered, then anything in life can be our guide. LISTEN.” --*Unknown*