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**7 Ways to Improve your Creative Marketing**

By Ja-Naé Duane

**7 Ways to Improve your Creative Marketing by Ja-Naé Duane**

7 ways to Improve your Marketing Creatively

By Ja-Naé Duane

And

<http://www.Ja-Nae.com>

There are a many ways to be innovative with your marketing, no matter what field you're in. In this article, I'm going to show you 7 ways on how to release your inhibitions and begin thinking more creatively. I'm also going to give you some exercises to enhance your creativity.

1) Common Problem and its solution

A common problem that people have is the inability to think outside of the box. One of my favorite websites that deals with this is [www.creativethink.com](http://www.creativethink.com). This site will give you a fresh perspective on old ideas, or even help generate new ones.

Take your marketing strategy and try to examine it objectively. Start by seeing what is working. Is anything working? If so, why does it work? If there are parts that aren't, then why is that? Answering these questions honestly will help you begin the creative process.

2) Imagine

One of my favorite exercises (which I learned in an acting class) is to imagine that you are an object. In this case, imagine you are your product (which in my case isn't that hard, because I am my business). Visualization is a helpful tool in recognizing what needs improvement. What are your attributes? What do you need to look better? To work more efficiently? Is there something that just doesn't feel right? Make a list of these questions and similar ones, and then answer them. By answering these questions, you will begin to identify with your product, which in turn will help you make it more marketable.

3) Idea Time

Writing down ideas is the best way to get started. I recommend that you try not to focus on the end result. In this way you'll be more open to whatever stems from your brainstorming.

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This is called "free association." Take a word that has to do with your business; it can be the name of your business, the market you are entering, anything, and put it at the top of a piece of paper. Then without thinking, start writing the words that pop into your mind. No matter how ridiculous they seem to you, write them down. It can be anything. There are no wrong answers to this exercise. This exercise can only be successful if you really write down everything you think of.

Once you're done, take a look at what you've written. Can any of these abstract notions become part of your marketing strategy? Could they become a whole new angle?

### 4) Simplify

People have a tendency to make things more complicated than they need to be. Look at your current marketing plan: Can it be simplified? I'm a firm believer in the saying "Keep it simple." Narrowing the focus of your marketing strategy will often yield positive results.

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### 5) Change

Change is inevitable, but it doesn't have to be a bad thing. Use change to your advantage and help make your marketing plan stronger. How is your demographic changing? Can you move with that change in order to continue to accommodate them? How is society changing? Are there changes that could expand your audience with just a slight tweak of your marketing angle?

### 6) Resources

There are many places to research marketing. You just have to start thinking outside the box. One of my favorite things to do is flip through the phone book. There is so much to be said for the Yellow Pages. Just open up the book and start exploring the angles. Can you collaborate with any of these businesses? If so, then how? What are their marketing strategies? Who are they marketing to?

Examining other successful businesses, and even fostering relationships with them will help you on your way.

### 7) Collaborations

This brings me to my next point: Collaboration is your best friend in business. If you are a new business owner or a performer starting out, then you need to try and reach a larger audience. Why not kill two birds with one stone and collaborate with someone who already has a large following? By doing so, you can cut your work in half.

Who will benefit most from your product? This is a good question to keep in mind when looking for collaborations. It's particularly true if you're trying to approach a business. Remember that they will have their own interests at heart, so they'll want to know how you can help them. A friend of mine used to send postcards to bars that said, "I want to help you sell liquor." Of course his band got the gig! So instead of thinking of ways for you to benefit from others, start thinking of ways they can benefit from you: you're sure to have success.

Where to begin?

No matter what, you have to begin somewhere; otherwise you won't begin at all. Though it does matter where you start, what is most important is THAT you start. Start small if you're nervous about getting your feet wet, but once you start, remember; you can never stop. This is your business; this is you. And your life and financial future could be counting on it.

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Up and Coming Renaissance woman, founder of the National Artistic Effort, social activist, and expert self-promoter, Ja-Nae Duane, is taking the world by storm.....one gig at a time.

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## **How to Mix Negativity and Creativity Together**

**By Royane Real**

Do you know any people who are always negative whenever new creative ideas are proposed? These are the people who are always saying, "That will never work," or "That's a bad idea". You may even be such a person yourself, always looking for and finding the flaws in any plan.

Is being negative about new creative ideas always bad?

It depends.

An ability to be critical of new ideas can be a force for evil, but it can also be a force for good. People who like to pick apart and criticize new ideas can actually be very helpful in some stages of the creative process.

People who are constantly negative and critical are often able to easily spot what is wrong with a new

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idea. Because people who are negative can easily see problems in a new proposal, these people can actually make very important contributions to a project. They can help their team mates find ways to correct potential problems in a new project before these problems happen.

The big danger when people are always negative about new creative ideas is that very often, their automatic negative comments can stop a good proposal before it gets started.

If these people make their negative evaluations at the early stages when others are trying to come up with solutions, they can stifle all the creativity in the room. The other people involved may get discouraged, embarrassed, or angry, and not bother coming up with any more ideas.

People who are consistently negative often have a hard time being creative themselves. This is because their own creative self may be too scared to come out anymore, afraid of inner criticism or ridicule.

In many cases, people who are always negative and who are critical of new ideas are actually jealous of the creativity of others. Many of the people who like to analyze and criticize new creative ideas are not really trying to make the new ideas work better. They may actually be trying to hurt and insult the person who came up with a good creative idea.

You can often tell when a person is negative just to be destructive. They make their attacks in a hurtful way, with sarcastic comments designed to personally attack and hurt the person who proposed them. This kind of negativity has no place in the judgment and evaluation of new creative ideas.

When a person automatically has negative judgements about each new idea they encounter, they are no longer evaluating each idea on its own merits. They are not being objective. They just feel compelled to look for all the reasons why something won't work.

When negative evaluation of new creative ideas becomes consistent and automatic, it is no longer a realistic assessment. The danger is that negative thinking will become a self-fulfilling prophecy.

If you focus only on why something won't work, you won't be focussed on why it can work. You won't be trying to create the circumstances to make it work.

Here is an exercise to help you become better at finding the positive aspects of new and creative ideas.

Whenever you encounter a new idea, instead of thinking and saying, "This will never work," think of ways to make the idea work. Don't just try to think of one way, but think of several ways to make it work. Improve the new idea. Explore new mental pathways. Come up with even more new ideas.

Practice assuming that the idea can work, and tell yourself that you will find ways to make it work. Think to yourself, "What would have to happen for this idea to be successful?"

You do not actually have to believe in the new idea. You are doing this new type of thinking as a

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mental exercise so that you can improve a mental muscle that is underdeveloped in you. It may not feel right for you to do this, and it may not be easy.

But remember, you are already very good at finding out what's wrong with an idea.

You need practice finding what's right with an idea. You need practice learning to find ways to make ideas work.

If you consistently look for ways to make new ideas work, you will find that your own creative abilities will also improve.

This article is taken from the new book by self help author Royane Real titled "How You Can Be Smarter - Use Your Brain to Learn Faster, Remember Better and Be More Creative" If you want to learn ways to boost your creativity and your brain power, download it today at



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