

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Generating Innovative Ideas for Writing

By Linda Elizabeth Alexander

Generating Innovative Ideas for Writing by Linda Elizabeth Alexander

There is nothing scarier than staring at a blank piece of paper with a deadline quickly approaching. Whether you're writing a column, article, or essay, the following ten techniques will help you find the topic or angle you are looking for. 1.Read

You can read anything ? a newspaper, book, or milk carton. Jumping into an environment that already has lots of ideas in it may lead to new ideas.

2.Surf the Web

Start on your favorite site, and follow random links for a few minutes until you come to something strange to you. Reading about something new, unconventional, or out of your comfort zone will get your brain moving.

3.Seek Help From Coworkers

Two heads are better than one. And three heads are better than two. Ask some coworkers if you can bounce ideas off them. As you speak, have them respond with their own ideas. Soon, you will have several working topics to write about.

4.Exercise to Stimulate Your Brain

Sitting in front of your computer in your boring corporate office will drive you nuts. Go for a walk or to the gym and get moving! The oxygen and adrenaline in your system will stimulate brain and body will inspire you to write.

5. Go Somewhere New

Again, sitting between the familiar four walls of your office is probably what dried up your ideas in the first place. Go to a park, a museum, the mall, or the gym. Being in a different environment will stimulate new ideas.

6. Listen to Music

I don't often recommend listening to music while you're trying to concentrate. However, immersing yourself in sound will allow

you to free associate. Let your mind wander off. It may wander into the garden of writing ideas.

7. Flapoodle

This is Doug Hall's (author of *Jump Start Your Brain*) term for an exercise you may have heard of. Put your main idea in the middle of a blank sheet of paper. Think of three or four possible topics and branch them off the main idea. Allow each "branch" of the "tree" to grow its own branches with related ideas. Soon, you'll have a messy page filled with lots of useful thoughts.

8. Brainstorm

Get an easel and a group of coworkers together. Shout out ideas while one person writes them down. Pay no attention to whether they make sense, are silly, impossible, or totally unrelated. When the page is full, sort through the ideas, picking out the ones you like best.

9. Freewrite Until You Get There

This is the fastest way I know to beat writer's block. Get out a blank pad of paper, put on some classical music, and write. Keep the pen moving for a set time, say, 10 or 15 minutes and write down whatever comes to mind. Don't think, look back, correct, or delete anything; just write. At the end of the session, read what you wrote, underlining anything that jumps out at you. Use these words to find a topic.

10. People Watch

Go to the mall, an airport, or other crowded place. Take a seat and watch people go by. Where is that guy with the green sneakers going? Where does that couple live and what do they drive? How about those children running back and forth while their parents pay no attention? Think up stories for all these people to get your mind moving. Soon, you'll have several topics to write about.

Using any or all of these techniques is sure to stimulate your brain. Keep this list posted somewhere in your office for the next time you need to invent a topic to write about.

Linda Elizabeth Alexander is a business writer and marketing consultant based in Longmont, Colorado, USA. Improve your writing skills at work! Subscribe to her FREE ezine. Write to the Point at lalexander@write2thepointcom.com or visit <http://www.write2thepointcom.com/articles.html>.

The Elements of Creativity: Attributes Listing Method

By Dr. Alvin Chan

Attribute listing is one of the best ways to generate ideas, whereby there are many parts to the problem/ challenge faced. If you are asked to generate ideas or solutions to a complex challenge, the first thing you can do is to list all the attributes of your problem.

These may include: Physical Mental Emotional Social and more (depending on the complexity of the challenge)

By doing so, you can then concentrate on each attribute at a time. This will no doubt give you more peace of mind (and pulling of your hairs) when generating your ideas.

The attribute listing technique is often used in a Research & Development (R&D) department of many companies, especially those who are constantly producing innovative products to have an advantage over their competitors.

Let's go through this worked example to give you a better understanding of how attributes listing can be of help to you.

For example, if your challenge is to design a new ladies' handbag, you could list the attributes as: the physical aspects which include— shape, length, colour, materials used and on the emotional aspects—the stress some women faced of misplacing their handbags. You might choose to first tackle the emotional stress of losing one's handbag by creating a new small gadget to be placed within the handbag to sound the owner that she is moving too far away (maybe one or two metre away) from her 'treasure chest'. After that, you could work on the other attributes, one by one, be it the shape or materials used for the handbag.

Generating Innovative Ideas for Writing

Putting Your Elements to Work:

Try to generate oodles of ideas using attributes listing with these sets of challenges:

1. Design a new toy for children under 6 years old to teach them simple arithmetic. Safety is an important attribute.
2. Create a campaign to encourage people to stop smoking. (Think through the attributes: Physical, Mental, Emotional and Social)
3. Set up an effective marketing plan (there are many parts to a good marketing plan: the 4 P's - Product, Price, Place and Promotion) for your new products.

Have Fun!

Dr. Alvin Chan is a Senior Research Consultant at First Quatermain Centre of Collaborative Innovation ().

Please contact

as a courtesy when reprinting the article online and/or offline.

The Elements of Creativity: Attributes Listing Method
5 Innovative Internet Marketing Strategies To Advertise Your Website, And Generate Tons Of Orders!
How To Write An Ebook, One Article At A Time
How to Raise Creative Kids
How Are You Plotting?

The Art of Kissing
147 Killer Epublishing Strategies
30 Powerful Business eBooks
Ebook Authors Interviewed
Quick-Turn Marketing Exposed



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!