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**Live Brainstorming Session**

**By Angelique van Engelen**

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In Berlin a restaurant opens for anorexics and in Buffalo a lawyer with a stutter wins a court case. When everything you're working on has gone stale and your own initially promising concepts are starting to annoy you, you need a brainstorming session to get to the missing bits or new ideas.

The papers provide ample ideas for jump starts. A stutterer in a court case or an anorexic going to a restaurant that has opened especially for them must have no problems with ideas to keep them going for at least two weeks after their memorable experiences.

Brainstorming is trix galore, right? Really, you're doing nothing new. Our mind plays on us all the time, wherever we are, whatever we do. It thinks of a stutter as its rightful body. Or of the numb anorexic craving as its self in top form.

The mind's always on a mission. Always. When faced with putting together a magazine-type product, a sales promotion concept, a new hype of some sort. It's the mind, that comes up with everything.

When brainstorming, think of the stutterer. At all cost, do NOT work on losing the stutter if you wanna speak. It's only obstructing and keeping you from the ideas labeled 'good' in the recesses you're trying to access.

Material to work with? Anything, so long as it is not defined. Space for now. Goal to achieve? An arrival point.

Very often the best ideas are the ones born in the early seconds of a session. Here at contentClix, we call it 'performance brainstorming'. Trust your instinct rather than the treacherous mind and your first utterances prove most valuable.

What DO we get at when we get at what we normally miss out on? And DO we miss out? Or does what we can't afford to miss out on catch up with us anyway?

## Live Brainstorming Session

Days that we are opening restaurants for anorexics are here. Really, since last December. How about launching something with a statement. Something like "Soon, human beings don't have to think anymore and they'll still be thinking". Sounds like a reproach to technology – it's also been said 1,000 times of poetry.

So we live in days that a restaurant caters for anorexics. A real-life manifestation of something we think of as an unviable concept made into a commercial venture, a marketable concept.

We really are so overmarketed in our entertainment that this new theme restaurant probably doesn't even stand out any more. We can go around feeding anorexics and the poor girlies probably won't feel in any way forced to eat. Solves their problem by creating a new layer in indifference on a wider scale.

Perhaps this is a consolation for those girlies with enough energy left to be on the lookout for healthier anger ventilation opportunities: of the stutterers, 80 is male.

The mind's mission RIGHT NOW is getting on target. Do you feel it coming? The next thought you're likely to produce is something to do with doing your very best and losing a stutter. A marriage of idea and form! Perhaps we nearing some arrival point. Perhaps not. We only hope we've set you off.

Angelique van Engelen runs [www.contentClix.com](http://www.contentClix.com), an Amsterdam based freelance copywriting agency. She has lived and worked in the Middle East and London for over six years before returning to her home country, the Netherlands. Aside from writing web content, she specialises in writing sales copy, feature articles and research reports.

## **How To Use Brainstorming To Solve Your Money Problems**

### **By Roy Primm**

Advertising executive Alex F. Osborne first coined the word brainstorming in the early 1940s. Since then literally millions of ideas, products and services have been created.

Every institution from Fortune 500 companies to Universities and Government agencies, have used the principle of brainstorming.

Fact: For every product in your home or office, chances are a person or group of people brainstormed about it.

They brainstormed on how best to create, market, sell, manufacture, advertise, or distribute it. This is how powerful brainstorming is.

One of the best things about brainstorming is that it can be used by anyone. You don't have to be a C.E.O or army general. You can gain from brainstorming if you're a housewife, janitor, student or unemployed.

## Live Brainstorming Session

Yes, you can use the principles of brainstorming for the largest project or the smallest project.

You can use it to plan a million-dollar ad campaign, or use it to plan what you'll have for dinner tonight.

Practice the following steps. You'll soon be amazed at the ideas and solutions your fabulous brain will give you.

### 7 Steps For Effective Brainstorming Sessions

1. The brainstorming session can be done with one person or one hundred people. The rules are the same. The only requirement is the participants should know about the problem, business, product or subject of the brainstorming session.
2. Don't use critical thinking. Critical or judgmental thinking slows down or kills the creative process at this stage. Because as hard as you may try, you can only think one thought at a time. When you're creating you can't judge and when you judge you can't create.
3. Keep the session light, loose and free spirited. Humor has been known to help oil the wheels of our creativity. A large portion of our creativity is released through our humor.
4. Make sure you have a pencil and paper to write down any and all ideas, or if you're in a group, designate someone to write down the ideas.
5. It's best to set a minimum length of time or amount of ideas you want to get out of each

brainstorming session. Setting a goal helps everyone to focus; it also helps everyone avoid wandering minds.

6. Write down the problem, the goal, or the subject at the top of a piece of paper. For example, Ways To Attract More Customers. Next number each idea you or the group comes up with. Write down every idea, the good, the bad, and even the ugly. Remember, the goal is to get as many ideas listed on paper as possible.

7. Next evaluate the most do-able ideas and take action.

That's the 7 tips for effective brainstorming sessions. Follow them and watch the ideas flow.

Roy Primm (The Niche Man) has written hundreds of articles on the power of a small niche. Learn more of his niche creation secrets that build wealth. To read his free report go to

How To Use Brainstorming To Solve Your Money Problems

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