

Unleash your creativity and think your way out of the box

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By David Amerland

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The brain is a strange organ. It works in ways we don't yet understand and manages to create everything we see. Working at odds with the rest of the body it performs best when we're not consciously trying and it is exactly this right-hemisphere activity that contributes to some of our most creative moments.

Creativity is the lifeblood of every facet of life. From the arts to business, without it, things would become stale very quickly. Yet, as society is becoming more complex and process-driven the struggle for educational institutions is just how to stimulate creativity.

One easy answer is watercolour painting. The gentle movements of a brush have a relaxing, de-stressing effect which has also been noted in activities such as calligraphy, whilst the mix of colours and their application energise parts of the brain which would normally get scant stimulation. Couple this to the mix of a visual/tactile experience as your painting emerges and presto! Right-side thinking is the order of the day and you haven't even thought about it!

British Management Institute research figures show that whilst engaged in right-side thinking activities stressed-out business executives exhibit the same degree of relaxation and satisfaction that's normally reserved for when they're on holiday.

A study conducted in mixed-occupation classes showed that out of the 85 people who took part 90% reported feeling calmer about life, perceiving the world in a more positive way and feeling better about themselves after they took part in a three-hour long watercolour workshop.

Hugh Templeton, an artist of 25 years' experience, who specialises in running such workshops thinks he knows why his classes have that effect: "Painting a watercolour is a life-affirming thing. You have an image of the world in your head. You start getting it down on your art paper and before you know it you have captured a piece of the world around you and it's been through your own efforts. What could be

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more satisfying than that?"

Hugh is the first one to acknowledge that just enrolling in a watercolour class is not enough. "It comes down to technique," he explains, "watercolour painting, like any kind of painting, is not easy. The danger is that if the instructor is not alert enough to make it easy for those taking part to express themselves and become attuned with their inner vision then their frustration and negative feelings will grow, not go away."

Hugh has made a name for himself precisely because he has spent most of his life developing a teaching technique that teaches the technicalities of watercolour painting almost by stealth. "The idea is that when you're painting you should be focusing on the most important element of the equation. Your inner world. That's where your creativity resides. Anything else is a distraction."

To help promote the principle Hugh has written an interactive theme-driven How-to book on

watercolour painting titled "Hugh Templeton's Watercolour Guide for Absolute Beginners".

The book was featured in the Times Educational Supplement as a means of helping teachers develop creativity in the classroom and it's been popular with stressed-out executives who have little time to attend classes.

Published by innovative internet publisher Cool Publication (

) the book has

been one of their best-selling titles from the moment it was published.

"It is easy to use. It comes in 25 theme-driven sections and you can start painting effectively from the first chapter," says senior editor Chris Walker, "we tried it when Hugh first approached us and even we managed to paint a passable watercolour and we haven't touched anything beyond a computer keyboard for the last thirty years. Hugh Templeton's technique really works, we all forgot we were learning and it was so much fun we felt great for hours afterwards and we tried it out in an editorial meeting!"

David Amerland is a freelance journalist and editor. His website is at

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book, Revelations, on the similarities between modern physics and the occult can be downloaded from

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The Internet Has Made Millionaires. Can It Make You, The Creative Writer?

By Georgina Stath

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The revolution of the internet has brought opportunities for many that wanted to make a difference in their lives. It doesn't cost much to launch a business as it would in the offline world. The coverage is enormous and your target audience is easily accessible.

The fact is, you can make your own success story using this medium and those that have, share some common things...

- > They want to succeed
- > They take responsibility for the way their lives are going
- > They take matters into their own hands
- > They have their own products
- > They sell their own products
- > They are masters of their own destiny

In short, they make things happen for themselves.

The internet was made for the creative writer. It's the medium of communication. The medium where you, as a creative writer, can really unleash your creativity.

Why haven't more writers then woken up to the opportunity that is staring them in the face?

Why don't they take their fate straight out of the publishers hands and place it in their own hands? Because it's easier to just write a query letter and send it off with a kiss and prayer? Not true.

You lose by receiving rejection letter upon rejection letter. Rejection plays negatively at your emotions. You begin questioning your choice.

On the other hand, when you have the opportunity to unleash your creativity, you write what you want and make a living from it. Knowing you will make it, because it is all in your hands, you find that your passion for writing reaches heights never before experienced. You find that your writing becomes much better. You grow as a person. Your life becomes so much better.

Listen. It's not all about the money. You can really make a comfortable income on the internet but by far the biggest benefit is that you can become the writer you want to be. There are no markets, no limitations, no one to tell

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you what is best for you. You know this very well.

You can sell your own fiction yourself. If you want to make it as a writer, this is by far the easiest, quickest and more profitable option.

Georgina Stath is a creative writer who took matters into her own hands. She runs her own business. She writes what she wants. She keeps all the profits. You can do it too. Just change your mind. Join the `Entrepreneur Creative Writer's Course To Success.' It's free and highly informative. Send a blank email to subscribe@beyond-short-story-writing.com <http://www.beyond-short-story-writing.com>

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