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Unleashing Your Creative Power

By Bill Daugherty

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Have you ever read a great classified ad or seen a spectacular web site and wished you had the creative ability to produce work like that? Chances are you do have a lot more creative ability than you are currently making use of, it just needs to be unleashed. This then leads to the question, how can I unleash my creativity?

I have always had a difficult time getting the creative juices flowing. But over the past few years I have discovered a couple of techniques that work wonders for me. I didn't invent these techniques, they're not new, but they work.

The first technique is a two step process. I start with a word-association exercise. When I need to write a new ad or design a web page, I take a legal pad or use my word processing program and start by writing down a keyword that relates to the product or service I am working with. Then I write down whatever word that the key word brings to mind. I write down ANY word that pops into my head. I don't reject anything at this point, the object is to keep the process flowing.

After I have a page or two of words, I go to the second step. Now I eliminate the garbage words, words that I know won't work in my ad. I use the remaining "nuggets" to start a sentence-association

exercise and continue until all my words are exhausted.

This technique may seem like a lot of work, and it is, but I have produced some great ads with it. Plus, most of the time an idea for the complete ad will pop into my head before I have spent too much time with the process. Sometimes the idea will come after only writing a few words in step one.

The second technique you may find easier. This is a free-association with other peoples ads or

web sites. Don't misunderstand, I am not looking at other people's work to steal their ideas, I use them to trigger ideas of my own.

Another way to use this process is to look at some your own past work. See if you can determine why a particular ad worked or didn't work. Sometimes this can lead to some amazing new ideas.

Remember, you have a great deal of pent up creative ability. All you need is the right devise to unleash it. Try the techniques I have given you and let me know how they worked. My email address is listed below.

Bill Daugherty is the editor and publisher of the marketing and advertising ezine "E-Power Marketing." You can subscribe free at: <http://www.freeadsgalore.com>To see Bill's latest project goto:<http://www.PowerSearchExpress.com>To contact Bill <mailto:bill@epower.zzn.com>

8 Step Basic Goal Achievement Theory

By Gordon Bryan

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Over the years, I have had many people say to me that although I keep harping on about the magical power of goal achievement theory, they don't know quite what it is I'm referring to.

Although they can see the results it has brought for me, and the sense of

well being that goes along with it, I haven't explained the theory to them in a way that they can easily sum up.

I think this is because it is so ingrained in me, that I assume everyone understands it.

That's a mistake on my part, so here goes, the 8–part theory of goal achievement.

1. Define your goal.

It may be a new car, house, a certain amount of money, a job, whatever. Define it as precisely as possible.

2. Visualize.

You need to visualize the goal coming true. Picture yourself after the goal has come true.

3. Write the goals down.

Write the goals on a little card, and look at it often throughout the day, certainly morning and night, preferably repeating them out loud.

4. Believe it will happen.

If you doubt your goals, they won't happen, because you are admitting defeat.

You also need to believe that you are worthy of the goal.

5. Gain the knowledge.

Find out what other people did to achieve the same goal.

It is highly unlikely that you are the first.

There will be many different routes, and the knowledge is there.

6. Work out a plan.

Look at where you are now, look at where you want to be, and work backwards, step by step, until you can see what the first step is, that you need to take to get to your goal.

7. Take the first step.

This is often the hardest of all the steps, but can be the most powerful, unleashing amazing energies, both within you, and around you.

8. Keep going.

Once the initial enthusiasm wears off, once the going gets tough, keep going! No–one said it was easy!

This is where you find out if you are really prepared to pay the price or not.

That's it!

Simple. Eh?

No, of course not, but the theory *is* simple, yes.

All the steps need to be followed, you can't miss any of them, but if you follow them, believe me, the world is your oyster!

*****Gordon Bryan's new book, 'Transform Your Life in 21 Days!has been described as 'a must read', 'awesome', and 'a true gem'.If you liked this article, see the book for yourself at:<http://www.transformyourlifenow.com>*****



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