“8 Steps to Capture Creativity” © 2019 Cliff Quicksell, MAS+

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6. Tap the Rate & Review area
7. Be sure to provide comments

**Automatically Entered Into A Raffle To Win A Bulova Watch**

One winner selected on Tuesday & one on Wednesday

BULOVA

5/22/2019
Introduction & Learner Outcomes

• Ideas are fleeting...you’re busy
• You have 6 seconds to capture an idea
• When you archive, you now have a reference
• These references are mental stimulants
• A combination of these ideas can be volatile

Questions

How do you currently capture your ideas?

Apples & Oranges

Brainstorm Today!

We Love Creative!

Think Outside The Box

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Let’s talk about

CREATIVITY

Who’s Creative?

What is a creative idea?
Is creativity important today?
How do you unlock yours?
Change Your Perception,
“Get Comfortable with Being Uncomfortable”
~ Seth Godin

Let’s Review MY 8 Steps

Creative Marketing Journal
A journal is designed to help you archive your ideas, one spot, one place to pool your concepts and thoughts to use in the future to stimulate your creative juices!
Capturing your thoughts for future reference aids you in the development & tweaking of any campaign!

Sketching Your Concept

You needn’t be an artist or illustrator, but rough sketches will help bring the concept to life! It’s Your Blueprint

“Apples to Oranges” Concept Marketing Campaign
From Concept to Final Project

“Apples to Oranges”

Visual... it’s easier for me to bring a campaign to life by sketching it out and drafting my thoughts...you’ll catch things during this process...

“Thanks for Penciling Me In...”

The impetus for the Award-Winning PMI Campaign began here!

Flexible, Far-Reaching

- Average 70%+ Appointment Rate
- Over 7,000+ sent to date
- Some clients have begun using these
### Uncovering the Opportunity

#### Detailed Questioning

Without detailed questioning, you will never be able to define and uncover the right direction; do this for your personal marketing and client marketing efforts.

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### Additional Details

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The project name is just that: your program name/your client program name. If it is a service, use a consistent format. The location should be consistent and formatted for your specific audience. The project name should be consistent and formatted for your specific audience.

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### Health Care

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<th>Vendor Notes</th>
<th>Prospective Vendor</th>
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Use health care companies during the client meeting or include your content/patient education plan by yourself or with other health care providers. If you sell a product or service, these are key points for discussion. Be sure to provide health care companies with the right contact information, including a brief description of the product or service, and any other relevant details. Include your company name and include contact information.

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### Vendor Notes

The Prospective Vendor section is just that: it is a vendor notes section. Be sure to provide vendor details, including their company name, contact information, and any other relevant details. Include your company name and include contact information.
**Last Bit of Detail**

**Record Your Time:** It’s valuable if you should want to know how much time you spend on developing your projects. Keep a log of your time. Do you have a journal? If you have not established a habit of writing, keeping a journal will do this. (If you don’t have a journal, you will need to get one.) At the end of the hour, multiply the number of minutes (not seconds) you spent by $0.0050 – that’s what you should be charging your client if you want to make $70.00 per hour and $70.00 per day. This is VERY important.

**Event of Perspective:** Save yourself a lot of time and energy by giving yourself enough time to fully develop your ideas in the “Doodle, Design, Build, Tweak, Have Fun” phase. If you spend the time doing this, you’ll be able to archive your notes for future use.

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**PLAY**

**Doodle, Design, Build, Tweak, Have Fun**

*Archive Your Notes For Future Use*

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**Discovery, Research, Listen & Verify**

*Where I get my creative juices flowing...*
Sleep on Ideas;
Plant Before You Doze!

Mind Mapping
“Theme Development”

Getting Juiced
Compare two unlike objects, what do they have in common?

At age 6, what % of ideas are innovative?
Final Thoughts & Questions

- It's important to capture your thoughts, "six seconds"
- Regardless of scope or depth, archive
- All ideas are the nucleus for opportunities
- Ideas are nothing more than brain stimulators
- Overtime you will have hundreds of ideas; those hundreds, when combined with others, becomes thousands.

NO IDEA IS DUMB!
8 Steps To Capture Your Creativity

So, you have a handful of ideas, which have been scribbled onto about 87 sticky notes that are stuck onto the walls or tucked away in your office. How do you store those ideas in one area, so you can reference back to them when you've hit a roadblock in a project? This workshop will introduce eight key steps designed to help you take your ideas and mold them into something tangible and useful.

You have six seconds to capture an idea, and once it's gone, it's gone. Learn the techniques that will make you a marketing genius!

Please note Registration for education sessions does not guarantee a seat.

Expo East seats are all first-come first-served.