9 (PROVEN) WAYS TO UNLEASH YOUR CREATIVE GENIUS
DO YOU EVER FIND YOURSELF STUCK IN A CREATIVE JAM?
YOU’RE CERTAINLY NOT ALONE!
OVER 90% of content marketers report lacking inspiration for the majority of their creative projects.
HERE’S A LIST

of tools and tactics to release your inner Da Vinci and get back on track with awesome content ideas!
1. **BE TIRED**
Believe it or not, being creative is easier at non-optimal times.

For instance, if you’re a morning person, your best ideas will come in the evening.

A tired brain is more distracted and less focused. It’s easier for it to see things in different ways.

Source: upenn.edu
2. WORK OUT
Studies suggest that those who exercise are more productive than those who don’t.

“Sweat is like WD-40 for your mind—it lubricates the rusty hinges of your brain and makes your thinking more fluid. Exercise allows your conscious mind to access fresh ideas that are buried in the subconscious.”

-Psychology Today

Source: ric.edu
3. PLAY NOISE
Forget silence or Mozart...

Ambient noises like rain, static, or what you find at a cafe, are ideal for broader and less focused thinking.

Try apps like Coffitivity or RainyCafe to generate creativity-enhancing background noise.

Source: jstor.org
4. TRAVEL
A change of scenery is another great method for coming up with new ideas.

College students, for instance, have been known to perform better after travelling abroad.

Source: psycnet.apa.org
5. DIM THE LIGHT
If the light around you is softer, you’re more likely to be creative.

This is due to a subconscious feeling.

“...darkness elicits a feeling of being free from constraints and triggers a risky, explorative processing style.”

Source: sciencedirect.com
6. BLUE & GREEN
A glimpse of certain colors can help with specific tasks.

red = detail-oriented
green/blue = creativity

Source: ncbi.nlm.nih.gov
Surprise! Counterintuitively, constraints can actually increase your creative output.

You know how having a blank page in front of you feels.

Having less choices or resources forces you to think in new ways.

Source: fastcocreate.com
8. HAVE A MESSY DESK
A not-so-tidy desk can encourage creative thinking.

It makes you avoid classic ideas and experiment with newer ones.
TRY THESE APPS
Oflow
Offers hundreds of proven creativity techniques.

Coda
A crowd-sourced app for creative writing.

75 Tools for Creative Thinking
Offers dozens of inspirational ideas.
WANT TO GET MORE OUT OF YOUR CONTENT MARKETING?

Increase readers, subscribers, and leads with Uberflip

START A FREE TRIAL