



THE CREATIVE TRACTION E-BOOK:

How to Stay Motivated, Fight
Distraction & Beat
Procrastination

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"It takes discipline to be a free spirit." -
Rumi



In the creative life there are inspired moments, those are what we all live for! **Inspiration and the muse are real**, and when you have those inspired moments set everything else aside as much as you can and ride the inspiration out. These **moments of inspiration are the beautiful gift of authentic creativity...BUT** they can not be how you run your business.

In other words; **inspiration can't be your go-to system for creating content or artwork** or whatever it is that you create. You can't wait on those times because more often than not you are going to find yourself on a deadline and inspiration will be no where to be found!



Think about it this way: if you only created when you felt inspiration it would be hard to have consistency in your work and it would be difficult to build an audience or to talk with any authority on your area of expertise. The reality is that as creatives we need to develop strong creative traction to get ourselves through the bumpy times when inspiration feels illusive. Some days it can be harder than others to get into the flow of things, to feel motivated as a creator, we can feel distracted & flitting time away procrastinating. **Its all about setting up systems in place to help you make the magic happen when its not sparking on its own!** I've created this E-Book guide to help you set up successful long-game solutions to turn to when you need motivation. **Here are 20 strategies that can help:**

1. RELY ON YOUR MUSCLE MEMORY

Creativity is a muscle, if you set a designated time every day in which to create and truly stick to this schedule, then **with consistency your mind will know that it is time to get down to business**. Let this muscle memory be your guide and just start working. Do this at the point in your day when you know that you are most creative is a great key to maximizing this!



2. JUST DO ONE TASK

A strategy to get yourself going is just take one **step...convince yourself to just do one task** (like pouring a wash of paint on a canvas), then convince yourself to just do one other task, and so on, before you know it you will be lost in the moment of creating.

3. EDIT LATER

Get it all out before you ever think about judging what you have created. Everything that you create doesn't have to be immediately 100 percent perfect, creating art is a process and being too hard on yourself will shut down creativity like nothing else. So get out as much as your can before ever attempting to go back and judge your creation.

4. CHANGE SPACES

Spending time in the same space all the time will eventually dull your senses to the magic of that space. Taking yourself out on an artist date to a new space can spark creativity and new ideas. **When you are in a new to you space your sense are heightened and that's when your creative sparks start to fly.**

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