

## Creativity Worksheet

You want to get more people to buy what you are selling but you are out of ideas to make it interesting. Or you want to get journalists interested in your product, service, special, business, but you don't think it's newsworthy enough. This worksheet will help you explore adding creativity to your idea. It's a silly exercise. It's supposed to be. Brilliant ideas often start as silly ideas.

- » What are people talking about right now? What television shows, current events, gossip? List five ways to tie your idea into what is current.
- » How can you tie your idea to the words biggest?
  - Smallest?
  - Newest?
  - Oldest?
  - Least Expensive?
  - Most Costly?
  - Best Value?
- » How can you add sound, sight, smell and taste to the experience?
- » What else could you combine it with?
- » What if you took away your favorite part of it?
- » What would your Mother think of it?
- » What would your Father think of it?
- » What would your best friend think of it?
- » What would your high school graduating class think of it?
- » How could you make it simpler?
- » How could you make it more difficult?
- » What emotions does it evoke?
- » How would your competitor do it different?
- » Why can you do it better than your competitor?
- » How would your competitor do it better?