



## **Dennis Gaskill –boogiejack.com**

BoogieJack.com was established in 1997 by Dennis Gaskill. Gaskill is the author of [Web Site Design Made Easy](#), now in the 3<sup>rd</sup> edition and used as the teaching text in hundreds of colleges, tech schools, and high schools nationwide. Gaskill also publishes [Almost a Newsletter](#), an award-winning ezine about web design and life design. A prolific writer, he has written over 500 newsletters, and numerous articles and information products.

### **Off the Cuff: *Five Ways to Bust a Creativity Block***

Sometimes we just don't feel smart, creative, or motivated. We all find it hard to come up with fresh ideas at times. Whether we're trying to come up with fresh content for our blog, website, or newsletter, sometimes our mojo is a no-go.

If the struggle goes on for long, we may feel like we're running on empty, or that we're burnt out, or we may even start doubting abilities and talents.

For writers this is known as writers block, but it goes beyond writers to webmasters, artists, musicians, and anyone involved in creative endeavors.

You could call it an idea block, an inspiration block, or my preference, a creativity block. By any name, the result is the same. We're stuck.

One thing we can do to get unstuck is to look back on our past creative accomplishments. Look at what you've done before and give yourself credit for it anew. Doing so can have a self-motivating effect and open up the creative pathways once again.

When we're all boxed in with a creativity block, it's difficult to see outside the limitations of that box. Reviewing and affirming your own creativity can be like poking holes in that box, letting in light and enlarging our view.

When we've poked enough holes in it to weaken it, we can tear down the walls of blockage and create again.

Below are five techniques for breaking a creativity block. I have over 30 such techniques documented in an old ebook I wrote years ago. If it helps, let me know and I'll list more from time to time.

While these ideas are geared toward writers in the wording, they can help anyone break the shackles of a creativity block and get the creative juices flowing again. They help take you from the analytical side of your brain to the creative side.

### 1. **The Gibberish Factor**

I'll admit I don't often have a hard time getting started writing, but on the rare times when I do I can often break the ice by just typing whatever words pop into my head. I don't stop to correct spelling or grammar. I try not to even think. I just write down whatever pops into my head.

I might write a whole page of gibberish, but the act of just writing loosens up the creativity and I soon find myself ready to burn up the keyboard with my magical fingers of fire and fury! ;)

A side benefit is that sometimes the gibberish can turn into an article of merit. One of the most popular articles I've ever written received its impetus as a result of this exercise.

If you need a more distinguished way to refer to it than The Gibberish Factor, it's called "freewriting" by most people. Being the cartoon that I am, I prefer calling it the Gibberish Factor. :p

### 2. **Girls (and Boys) Just Want to Have Fun**

Feed the creative side of your brain to wake it up...

- draw a picture
- color in a coloring book
- pick a random word and find words that rhyme with it
- pick a random word and find how many other words you can create from it
- read a joke book
- paint-by-numbers
- make up funny sounding words
- surf art sites on the web
- fill balloons with paint and throw them at people

OK, I was just kidding with that last one, but imagine the colorful language you'd hear! The real point is, if we feed the creative side of our brain it often releases our own creative energy.

### 3. **Instant Karma**

This is my favorite because it's an idea that is so deceptively simple it's laughable. Don't laugh though, because it works like a charm. Just complete this exercise:

- a) Write one word about your subject matter.
- b) Use that word in a sentence.
- c) Use that sentence in a short paragraph.

If you've done that, you've started writing, and on topic, too. It may not be great just yet, but don't fix it now. Repeat the process and keep writing. Your writer's block is broken. You can polish it up later.

#### **4. Reflect and Disconnect**

Sometimes it's hard to get started because we're unsure of our ideas. Disconnect from your ego. If you fear what others will think of your work, that's your ego talking to you big time. Disconnect. Write like you're writing a message to yourself. Remember, no one has to see it until you're ready to unleash it on an unsuspecting world.

#### **5. Reverse Engineering**

Write a one-sentence idea about your subject matter on paper with your dominant hand. Then write a paragraph embellishing on that idea with your other hand. If you're right-handed, write out the sentence with your right hand and the paragraph with your left hand. Lefties reverse that order.

A very wise lady told me this gives your brain permission to think outside the box, which is where creativity makes its home. It works by breaking a pattern we're used to and causing our brain to use its neural pathways differently.

There you have it! Five techniques for breaking a creativity block. While one technique may not work for you, the next one might. If you're stuck, you've nothing to lose by trying them all or inventing your own technique.

Hint: Creating your own technique is in itself an act of creativity! :)