



The Ultimate Guide to

INFINITE IDEAS

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I know you've been there before.

You need to come up with a fresh new thought, a unique design, a clever slogan. Yet when the time comes, you've got nothing. You are completely blank. You shoot down any idea with scorn – “that's not as good as it should be.”

I know you've been there before because I've been there too.

Running out of ideas might be the biggest fear for a creative person. After all, if you don't have new ideas, what do you have?

The structure in this book it's what's helped me build the mindset of infinite ideas. I can say - after several years of getting stuck, giving up, and then starting over again - this process has lead me to a year of consistent publishing of new content, including 363 stories on Medium, 109 answers on Quora, and 85 videos on YouTube over the last 2 years. The ideas kept coming, and the people have followed. At time of writing, I've built an audience of over 20,000 people.

I know you have it in you to generate infinite ideas. All you need is a path to follow...

Step 1: Create the correct mindset

Here's the thing,

I could load you up with all the information in the world. I could give you every tactic I've used for writing and creating art over the last 8 years. I could infuse you with a heavy dose of inspiration and encouragement.

But if you don't have the right mindset. None of it would stick.

Which is why we must start here, with a question most people ask incorrectly.

They say:

“What ideas should I use on my business/school/art?”

They do not say:

“How can I **create** ideas for my business/school/art?”

In other words, they are looking to be taught *an innovation*, not *how to innovate*.

When you ask “*how can I be creative?*”, you are asking a question very similar to “*how can I be successful in business?*” There are methods you can follow, but to find unprecedented success, you will be walking a path nobody else ever has.

Consistent creativity in the workplace, then, is not a skill. It's not a gift. It's not something you can find in a book.

It's a habit. A habit which includes two parts:

1) **CONSTANTLY LOOKING FOR PROBLEMS**

This seems counter-intuitive. Surely the creative person lives in a dream world, where unicorns and butterflies pass by until one mercifully drops a new idea in her head.

Wrong.

Imagine a bridge. It is tall and powerful. The beams stretch up to the sky. Before the bridge was here, people had to take hours out of their day to get on the other side. Everyone loves and uses this bridge.

To see what all the fuss is about, you finally cross the bridge yourself one day. You notice something odd.

There is a gaping hole in the middle. Your fellow walkers are hopping over the middle. Some are jumping on the side rails to pass through. Nobody seems to acknowledge the hole but you.

2) CONSISTENTLY LOOKING FOR SOLUTIONS

Now that you know there is a hole in the bridge, what are you going to do about it?

On your walk back to town you see, for the first time, a ladder leaning up against a house. Would that be useful to help get more people across?

At the grocery store, you see a mess of rope stored behind the “Employees Only” door. Could you maybe fasten the rope to a beam and create a rope swing for people to use?

Two days later, you are at your nephew’s 9th birthday party. The guests are jumping around on a trampoline, soaring through the air.

“Wait a minute,” you think. “What if there was a trampoline covering each side of the bridge?”

You have, of course, seen all of these items before. But the ladder, rope, and trampoline held no meaning until applied to the context of the bridge.

The brain is naturally wired to answer questions. It’s what human beings do.

“Boy, it sure is cold whenever that big ball of fire disappears. How can I stay warm?”

> Enter fire

“Boy, now that we’ve figured out how to keep our species alive, how can we manage all these people?”

> Enter government

“Boy, we sure have a lot of money. How can we sell our money to people who don’t have any?”

> Enter credit

With these two steps (constantly looking for problems and the solutions to them) you may have noticed something:

It is impossible to run out of creativity.

You can’t exhaust your supply of ideas. You may be tired after a day’s work. You may be confused about the complexity of your problem. You may be temporarily stumped at a manager’s request.

But you will never run out.

In fact, the only way your idea tank runs out is *if you believe it is empty*.

Human kind will never run out of ideas. We will always need someone to identify and solve them.

When you don that mindset, ideas aren’t even second nature. They are first nature, running through everything you see and think and do.

That mindset also means you don’t have to “hustle” all the time.

Idea generation is not necessarily a matter of working harder than everyone else. Yes, you do have to work hard, but with the right mindset, your idea engine is always churning. It’s looking for new dots to connect.

The amount of ideas you generate are *not* directly correlated to the amount of time you spent trying to come up with them. You already know this to be true. If you doubt it, let me remind you of the last time

creative lightning struck while you were in the shower, or driving to work, or doing nothing at all.

I don't want you to make the same mistake I did when I tried the whole 24/7 hustle thing.

I worked more and harder and more. I lost sleep. I neglected my family and bills. I bled myself dry. I published posts *I wasn't thrilled with* because that's what hustlers do.

And then one day I woke up and realized – “*I am miserable.*”

Did you know why I think that is? I think that is because I allowed my art to be distorted by a business lens.

This is more tempting than ever in the internet era. Nearly every piece of information out there says to work harder, work smarter, work more.

Please understand – this is *business* advice. Not creative advice.

When you look at art through a business lens, only one metric matters:

Output.

All that matters is if you're putting out *more* than the other guy.

Quality is forgotten. Emotion is irrelevant. Soul is discarded.

The businessman says:

“Post every day! Be on Twitter and Snapchat and Anchor and Facebook and Instagram and Medium! Crush it! Go as hard as you can every single day! YAAAAAAA!”

The artist says:

“Yes, but when do I breathe?”

One of the three phases all Creatives go through is discipline. (We'll talk about all three phases later in this book). For the most part, discipline is about knowing how to work.

It is also about knowing when your well is dry.

In this sprint-or-die culture, it takes just as much (if not more) discipline to NOT work as it does to work. I'm sure you know that. Hopefully you know it better than I do.

Yes, you should create things every day. That is part of the infinite ideas mindset.

But should you be visible every day? Should you be marketing every day? Should you be selling every day?

I'm not so sure anymore.

As you go throughout this manual keep in mind the goal – acquiring the skill of generating ideas in quantity *without* effort so that you can use your effort on the ones with the highest *quality*.

Not every idea which pops into your head will be solid gold.

If you understand that, you're most of the way there.

Step 2: Build the Right Habits

“Will anybody care?”

I fiddled with my hands while I waited for the student paper to be dropped off.

Although it wasn't my first, the article appearing in the sports section that day was unlike anything I'd ever written before – emotional, subjective, passionate. My editor and I took a chance on departing from the flat, news-based approach, and I lay my thoughts naked before our readership.

Long story short? They loved it.

I got high fives from people I didn't know, dozens of shares on Facebook, and congratulations from my team members.

But who cares about that? Here's what happened next:

After the buzz died down, I wrote ABSOLUTELY NOTHING for three months. I sat there, day after day, thinking

“I'll write some after this episode of the Simpsons.”

“Ooh, now I have to do some homework.”

“Now my girlfriend's off work. I can't look like a jerk...”

Different versions of this happened for 90 days. Each time I looked at my laptop, I knew it wasn't worth trying. I couldn't match what I'd already done.

Since then, I have become a slave to creative habits. I can't go back to that abyss. Here are the habits which have helped me create more, better, and often.

1. SEEK CREATION, NOT AFFIRMATION

This tactic is a little controversial:

After I post something – a blog post, a Quora answer, a Facebook status, I immediately step completely away from it. No replies to comments, no checking the numbers, no anything related to the post for 24 hours.

Instead, I start working on my next idea.

I know you are supposed to “engage your community” at all times, but often I am too attached to my work when it’s fresh out of my hands to be open to criticism.

Every time I think I’ve moved past notification addiction, it jumps right back to grab me. My only option is to close my eyes, plug my ears, and wait until I can take compliments and criticism with objectivity.

The reason for this is simple – I am a weak, silly human being who loves hanging his ego on a number. I have to love the work, and only the work, to keep creating stuff that matters.

Creation beats affirmation.

2. READ ALL THE TIME

This advice gets paraded around plenty, so I’ll only offer a personal story.

Like many people, I would get my “reading” done through audio books and podcasts most days. But when Anchor came out, I completely abandoned my reading practice. I would spend my commute, my bathroom time, my extra hours at home trying to put my stamp on the world. I would talk, talk, talk.

One day I realized it sounded like I was saying the same thing over and over.

Because I was.

Reading keeps you sharp. It helps new ideas come and go.

Perhaps, most importantly, it keeps you from becoming obsessed with yourself.

3. TAKE CARE OF YOUR HEALTH

Your mood, attitude, dexterity, thought processes, and relationships are all affected by the pink sack of flesh which is somehow holding all your bones and organs in place.

Without it, creativity is outstripped by another human instinct – survival.

I spent most of 2014 wrestling with a concrete block who had set up shop in my intestines (well, it felt like it anyway).

Take a look back – you didn't see any blogs, books, videos, or posts in 2014.

No health, no ideas.

4. CREATE EVERY DAY

Think of a good friend you have from high school or college.

I'm willing to bet that those closest to you, the ones you could go get a beer with right now and pick up where you left off, have spent multiple days in a row with you.

Humans forget things almost immediately. Most of what you learn is gone in 24 hours unless you refresh the memory.

When you walk with the Muse every day, not just when you feel like it, your relationship grows.

Create every day. It works with friendship. It works with art.

(I use [Microjournaling](#) to keep a routine of creating daily.)

6. BREAK THE RULES

Do things like, I don't know, put numbers on a list out of order.

5. FIND A NEMESIS

My boss and I have an agreement. Whenever I create a new eCourse for our employees, I'm going to be as raucous as possible: inappropriate

jokes, edgy design choices, new menu navigation, hidden Easter eggs, the works.

She will then dissect everything I've done, explaining what works and what doesn't. I usually get 3 or 4 pages of feedback.

After I'm done pouting, I execute on what she's given me, and we release the product.

This serves 2 purposes:

1. It keeps me from doing whatever I want to do at all times. Not all my ideas are good ones. Given the chance, I'll be lazy and go with the first thing I think of.
2. It enables the course to be much more interesting than if I start in the middle. If you start boring, you end boring.

7. DO MORE THAN YOU HAVE TO

Creative people are all aware, on some level, of the power inside us.

You know the power. You have felt it.

Your fingers start to fly across the keyboard, your brush starts picking up speed, or your eyes start taking in elements at lightning speed.

In this moment, it no longer matters whether the car is paid off, the kids are going to college, dinner isn't planned. No, it is you and your instrument of creativity. You are no longer a human being. You are a conduit. The Muse moves ever closer – can you hear her? – begging you to see her vision through.

Your mind goes electric. The lights dim. The world is silent.

You stand alone with your art.

So dance. Sprint. Love. Leave everything you have on the canvas. Life will return soon. Even now she is knocking – can you hear her?

Let the hours pass. She can wait.

You have work to do.

Make no mistake, many creative people are wildly UNcreative in the things which don't matter to them. In order for you to be wildly creative in the things which do matter to you, you sometimes have to ignore the things which don't. Habits are critical because, for the most part, you will be making things up as you go along.

I remember the second I realized this, that I was making it all up as I went along.

A person asked me a question to which I didn't remember the answer.

14 heads turned from her to me, waiting.

The proper answer to her management question sat somewhere buried in a pile of manuals and procedures. No doubt it held an excellent analogy which would explain exactly what she needed to know.

I didn't have that manual. So instead I did something unthinkable.

I made up an answer. I drew from my well of infinite ideas. I ad-libbed.

Your ability to generate ideas 24/7 relies on trust in yourself. It relies on your ability to do what you do best without a plan, without a map, without a script.

Many people think ad-libbing is a magical talent held only by the best actors and storytellers and con men. A superfluous trait only to be laughed at on television or enjoyed from afar.

But I'm starting to think it's accessible (not to mention necessary) for every student, mother, and executive to deploy in everyday life.

Think of the best conversation you've ever had. Did you bring notes for it? Did you even know you'd be talking with that person beforehand?

Life is unpredictable. Improvisational actors know this. So they give in. They trust what will emerge from complete surrender will be better than any agenda.

In fact, the habit of giving in will likely be better than anyone could possibly plan.

Here's the road map:

1. ALLOW YOURSELF TO DIE

“You die in the improv set 5 times out of 9. When you get over your fear of dying, nothing really scares you anymore.”

– Bill Murray

My coworker was stammering, staggering, and shuffling through her stack of notes.

The script spelled out exactly what we were supposed to say to the audience, and she swore to follow it. She looked down every 30 seconds just to make certain she'd told our group everything they needed to know.

Until we got to Section 3.

“Where are the notes for this part?” she said in an urgent whisper while the class broke into a group discussion.

“Oh right, we're doing it in a different order. I didn't print those off.”

I quickly explained what the section was about, gave her a story to tell, and shooed her back in front of the crowd.

Terrified, she stepped forward across the abyss. The safety nets had been removed. She spoke from the heart. She used her words, not someone else's.

Guess what happened?

The energy was higher. The crowd was more engaged. She acted natural, not like someone trying to stick to a script.

All because she allowed herself to let go.

You'll be amazed what you can do when those comfort blankets disappear.

2. DITCH THE MAP AND GET A COMPASS

The idea of a “calling” as it’s traditionally messaged – one job which you do for the rest of your life – is a little outdated.

There could be a reason you haven’t found your dream vocation. It might not exist yet.

Here’s an interesting exercise to try: make a list of all the jobs you consider yourself a “good fit” for. These should be titles: “Engineer,” “Project Manager,” “Graphic Designer,” etc.

Next, make another list of the skills which fit in that job. They can be as vague or technical as you like: “Adobe Illustrator,” “Strategic Marketing,” “Ability to move heavy things,” etc.

Then, rank each of those item from highest to lowest as far as attractiveness. Sure, you may be interested in a bunch of different things (I am), but be honest with yourself. What speaks to you the most?

Finally, take the top three items and ask yourself why they draw you. The first time I tried this exercise, I started with “technical writer,” “novelist,” and “copywriter,” and whittled my way down to one simple thought:

“I love communicating ideas.”

That’s my true north.

This process takes only a few minutes, but helps you know yourself better. After orienting, you’ll see a universe of options you’d never discovered on your initial sheet of jobs.

(P.S. I highly recommend a book called “The Instigator’s Compass,” by Srinivas Rao. You can get it [right here](#) for the price of an email address)

3. KNOW YOUR CRAFT

If I was trying to “just wing it” when it came to cooking dinner, I’d fail miserably. Why? Because I am not a cook. I don’t know what tarragon is and whether or not you should mix it with brown sugar.

You might be though.

Whatever you do in life, do it with gusto. Learn what you love and go all in.

The more familiar you are with your craft, the less you need to prepare. (Actually, after a certain point, it becomes *detrimental* to prepare much because you can psych yourself out.)

“But Todd, I don’t know what I love! I’m not good at anything.”

If you’re saying this, it’s completely fine. We all start there. Want to know what the solution is? Do something. Anything. Think of 10 things you loved as a kid and start there.

Better to be confused and active than assured and stagnant.

The more you *know* about what you want to create ideas within, the more you will create.

4. EMBRACE THE GENIUS WITHIN

“Talent is hitting a target nobody else can hit. Genius is hitting a target nobody else can see.”

– Arthur Schopenhauer

My friend knows music. He knows it up, down, backwards and sideways. With a glance, he could tell you within \$5 of how much an album is going for on eBay based on its age, title, rarity, and condition.

He is a collector at heart.

But for 60 hours out of the week, he takes a commute he hates, goes to a job he hates, and works with people he hates.

This breaks my heart.

It breaks my heart because work is more than a 9–5 drudgery. It breaks my heart because a bargain hunter can make a killing online with a little effort up front.

Most of all, it breaks my heart because he is completely unaware of what an incredible talent he has. Instead, he trudges to work week after week,

The reason you need to ditch the map is because the location you're looking for *might not exist yet*.

Could it be possible, as wild as it might seem, you have a combination of skills nobody else has? Could it be possible your unique cocktail of interests, skills, and experiences can provide more ideas, more career opportunities, more money, and more fulfillment than you dreamed possible?

If there is even a distinct chance of this, might it be worth a dip into uncharted waters?

5. GET COMFORTABLE IN YOUR OWN SKIN

I don't much care to be shoehorned as a self-help writer, so I'm not going to pump you with 10 paragraphs about loving yourself.

BUT I do know the people who come up with the most ideas are not self-conscious. They are not afraid to say what they are, or (more importantly) bring ideas from *who they are*.

I talk in dreamy language a lot, but the truth is, I'm all about practicality. Here are a few practical tips you can start right now to get better at accepting who you are. Whether you are a photographer, manager, executive, or janitor, these three things are killer for improving your self-confidence:

a) Talk to yourself in the car

Podcasts and audio books on 2X is all well and good, but if you are not processing what you learn, what's the point?

Try this challenge: listen to just one podcasts in the morning. On the way home, open your voice memo app and recap the morning's lesson. Try to come away with 3 major points that were discussed.

For bonus points, once you have those points identified, state EXACTLY how you can apply them to your personal situation.

(By the way, if you keep blanking on the lessons at the end of the day, it's quite possible the podcast is simply not worth listening to.)

b) Post daily on [Anchor.fm](https://anchor.fm)

50% of all human communication is transferred through vocal tone.

50%.

That means you've likely been missing half of what anyone is trying to tell you if you've been operating only through email and text for a while.

Frankly, Anchor is a breath of fresh air. After 10 minutes there, you'll feel like everything else you do online is in some sort of weird, phony cage.

Anchor is an overwhelmingly positive community full of people who love new thoughts, new ideas, and new viewpoints.

(And no, they don't pay me to say any of this)

c) Talk to a camera every day

It's odd how we humans are simultaneously mesmerized and repulsed by our own reflection.

If you're ready to take step 2 up a notch, crack open Snapchat and commit to posting a video of you saying something every day. In the month of November, I released 30 videos in 30 days.

Sound obnoxious? Scary? It won't be for long.

Reminder: When you start, you will hate everything. You will hate your hair. You will hate your ears. You will hate your nose. You will re-record every video at least 14 times. You will give up or skip a day at least twice in the first week.

Push through.

When you see your reflection, you won't see perfection. You'll see something even better:

Something inimitable.

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A final thought about creating the habits for ideas.

I encourage you to be ruthless about your habits in 2 areas:

1) *Things you care about most*

Even if you don't feel like it – do what you love every day. No exceptions. No weekends. No excuses. Commit to what you *want* to be, even if nobody sees you that way yet.

2) *Things you don't care about at all*

I have eaten the same breakfast every weekday for the last 2 years. Why? Because I realized I wasn't willing to spend a *second* thinking about what I should have. I put everything I can on autopay. I answer emails twice per day, every day.

Ideas aren't always about making the *right* choice. (Often there are no "right choices.")

Instead, it's about picking a path which piques your interest, starting forward with confidence,

and making the rest up as you go.

Step 3: Apply Your Mindset and Habits in ALL Areas

I used to try and “save” my creative energy. At work, I’d sit and dream about what I wanted to do in the novel I was writing at the time.

Meanwhile, there were very real co-workers around me who needed my energy, my attention, and my effort.

What I’ve found about idea generation is this:

It doesn’t go away.

Creativity begets creativity. When you can apply your effort to a job you don’t really care for *as well as* what you are passionate about, you will come up with *more* ideas, not less.

Before we get any further into step 3, try this exercise right now:

Think of a person who you consider to be creative.

Did you think of someone? Do you have them in your mind?

Now, raise your hand if you *thought of yourself*.

I’m willing to bet you didn’t.

See, very few people think they are creative. Most think it’s a magical gift which is bestowed upon the smartest, wildest, or best looking.

“Oh, I’m *not creative*,” said my intern as she swiftly built an eCourse from scratch.

“I *wish I was creative!*” said one of my friends sitting around a pile of things she sewed that morning.

“You, Todd, you’re *creative*,” said a cousin who is the best gift giver I’ve ever met.

Here are the criteria to see if you are a creative person or not. (Remember what we talked about at the beginning of this book?):

1. Can you think of any problem in the world?
2. Can you think of at least one solution to that problem?

Congratulations! You're creative.

Now let's talk about how to be more creative, even when you don't feel like it. This section will be especially helpful if you are currently employed by someone other than yourself, but the principles work in any scenario.

1. QUIT TRYING TO FIT IN

This disaster of a conversation happens every day:

“Hey I have all these new ideas!”

“Ooh, that's not really how we do things here”

“Oh, okay.”

This message is passed like a virus from new hire to new hire, from department to department. Some companies have it even if they pretend they don't.

I have a friend who was hired to “disrupt the organization.” The company was so proud of themselves: “Look at us! We're innovators!”

Guess what happened when the disruption started? My friend received curse-littered emails from 4 of the 9 executives for what he'd done. Cool as ever, he didn't apologize and let the results play out.

The result was major mainstream media for his company's project and millions of dollars in potential revenue.

You may not be in a position to bring in millions of dollars to your company, but stand your ground when you are right. Use these magic words:

“Let's just try it and see if it works. We can always switch back if it doesn't.”

2. ALWAYS LOOK FOR PROBLEMS

I hope I've hit this message hard enough so far. Finding problems is ALWAYS the first step to being creative. Even traditional artists,

(writers, painters, etc.) usually create in response to conflict in the world.

The difference is – we don't complain about the problems we find. We *solve* them. Make sure to **KEEP YOUR MOUTH SHUT** about your discoveries. At least, until you:

3. BRING SOLUTIONS TO THOSE PROBLEMS

I don't care what you think your job title is. From this point forward, you are now a full time problem solver.

See an open position online and know someone who would fit it perfectly? Refer them.

See something missing from your favorite blogger's website? Find them a plugin which would fix it.

See a letter which fell off a sign? Put it back.

Solve problems. Watch how everything falls into place. It's like magic.

4. FIND WAYS TO GRAB PEOPLE'S ATTENTION

Here is one of my favorite stories:

In 1992, Robyn Waters started working for Target. She was given a pretty lowly job, and hated what she was working with. As a former fashion snob, she got sick of Target lagging behind the market and putting out clothing designs a year after everyone had moved on from that trend.

She begged that more money and attention be given to the women's clothing department. Nobody listened.

So Target kept cranking out bland, old, boring trends.

But when the fashion industry made a switch from neutral khaki to bold color, Waters realized she had to do something differently.

She went to a candy store in New York, bought the brightest colored M&Ms she could find, placed a crystal bowl in the middle of a conference table.

She waited.

As people filed into the room, Waters opened a bag of M&Ms and poured them into the bowl. Turquoise, pink, red, and yellow candies splashed and spilled into the bowl.

Then she dumped in another bag.

Then another.

The effect mesmerized the room. People couldn't look away.

“Do you see?” she asked them. “Do you see your reaction to color?”

We all know the rest of the story. Target's bullseye is one of the most recognizable icons on the planet, and they remain a real presence in the fashion world.

None of that happens if Waters simply tried to explain where she thought trends were headed.

You think the world is made of rules. It isn't.

The world is made of people.

People are made of emotions.

The more you can make people feel, the better chance of getting your ideas into reality.

5. LEARN EVERYTHING

About your company. About your industry. About your craft. About your coworkers.

Creativity is almost always combinations of existing ideas.

We've talked about the best moments coming from ad-libbed scenarios. The more you learn, the more you ad-lib. The more you ad-lib, the more magic you create. The more magic you create, the more magic you CAN create.

6. STAY HEALTHY

Yeah, yeah, I know I talked about this before, but I realized I didn't get practical with it.

Health is the ultimate creative hack. Without it you have nothing. Period. Do not skip this.

If you've never been into health before, don't start some complicated diet. Start here:

- Drink 1 glass of water before you do anything else in the morning.
- Eat 1 raw vegetable serving every day (not salad. Salad is the worst).
- Walk or Run until your heart starts beating hard 1 time per day.
- Do 1 mental health exercise per day.
- Listen to 1 health podcast per week. Doesn't matter which one.

7. EXPERIMENT

Remember those magic words – “Let's just try it and see if it works”?

Yeah, sometimes it doesn't. Sometimes it blows up in your face. And that sucks. I'm not one of those writers who will tell you failure is awesome because it's not.

However, the height of your creative ability is proportional to your ability to live with failure. It is the Mad Scientist's imperative to try things, even (especially) if they might not work.

Experiment. Adjust. Repeat forever.

8. START MICRO JOURNALING

At the start of every morning, do these things:

a) *List the day.*

This will remind you you only have one shot to live the day you are about to live. I'm publishing this on June 21, 2016. I will never have another opportunity to live June 21, 2016.

b) *Write 10(ish) ideas for something*

This can be anything from what to get your spouse for Christmas to how to invest your money to why Mark Zuckerberg would make a good politician. I say "10(ish)" because your whole goal get to the point where you can't think of any more ideas.

Then write 5 more ideas.

c) *Write one thing you are grateful for*

You don't have to be particularly clever or wordy with this. Plenty of my entries just say "Kate" or "roof." Gratitude promotes abundance thinking. When you appreciate what you have, more comes.

It's the same with ideas.

(For more details and some templates, I have [a dedicated post here.](#))

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Even if you are doing all that though – Micro Journaling like a champ, learning everything you possibly can, experimenting to stay healthy – you may still have trouble generating infinite ideas because of one thing:

How you finish.

Even when you're showing up every day, the brain has a tendency to sabotage. As a matter of fact, sometimes it when you ARE getting better at generating ideas, the temptation to jump from one to the next is more powerful than ever.

Please fight the temptation to quit.

An idea is only as good as its execution. It is only through FINISHING ideas that you will truly unlock infinite idea generation.

Here are 7 lies the brain tells to keep you from finishing. Now, when you hear them, you'll be able to know them out and sprint to the finish line.

Lie #1 "Everything will be fine if you don't do this, you know."

Yeah, it will, actually. You will be *fine* if you stay the way you are forever. You will be *fine* if you never hit any of your big goals or dreams.

You will be *fine* if you never write that book.

Lots of people do *fine*.

But it's not for you.

Lie #2 "This is not THAT important"

Yes it is. You becoming the version of yourself you've only dreamed about up to this point is critical.

You define what has value to you. You define what is "important." Don't let the lizard brain or your girlfriend or society or your mother try and talk you out of it.

Breathe in what you want. Visualize it coming to life. Imagine how you will feel when you finally write that last word, take that perfect snapshot, or sell that first painting.

Are you there? Can you feel the emotions? Do you taste the moment?

It is not only important you become who you mean to. It is *imperative*.

Lie #3 "What good would it do to finish this? Nobody cares about you"

That's probably true. Nobody cares about anyone else for the most part. They care about themselves.

Here's an interesting trick – pretend you're invisible. Seriously. Because if you're like 99% of the world, you probably are.

The realization that most people don't care about your work might just be the most freeing thing that ever happens to you.

Lie #4 “But we're safe with what we have! Best not do anything to jeopardize that.”

It's the job of your brain to protect you. But seeing as there aren't a whole lot of wild hippogriffs running around these days, let's face it – we're all pretty safe.

Lacking a proper stimulus, the mind then sets about worry for our careers. Which is a fair fear. At the rate that technology is replacing us, no job ever safe.

That's okay, though. Comfort is overrated.

Change is coming. You can either ride the wave or be dragged to death.

Lie #5 “You've done enough”

What is “enough” anyway? Is it less than what you thought it was? Less than what you are capable of? Is it a dollar sign?

How can you have done “enough” if you are still breathing? What's the alternative, to stop doing things?

Do not let fear determine how much is enough. If you have had enough, fine. If you need to call it quits, take a step away, quit for a bit, that's cool.

Let me remind you, though, it's the things we *don't* do that are source of regret.

Lie #6 “Wait, didn't [fill in name of role model] already do this?”

It's possible. Maybe even probable. There's a lot of stuff out there.

All I know is that your thing is different. If you bring in your story, your perspective, your mindset into a new project, nobody will have ever done anything exactly like it.

It's like Bruce Lee said: "Absorb what is useful. Discard what is not. Add what is uniquely your own."

Lie #7 "OH GOD THIS IS TERRIBLE. THIS WHOLE PROJECT/BOOK/SONG IS TERRIBLE. I AM TERRIBLE."

Ooh, I love this one! If you're getting this one, it means you're so close. So very very very very close.

When you start approaching a significant change – the launch of a book, the release of a website, the first day of a new job, your brain will likely panic.

Swallow the fight-or-flight drama, take the last few steps, close this book, and do what you are meant to do.

It's time.

One Last Thing

Thank you so much for reading this. I know you will have gotten value from it (especially if you made it this far).

I do have one more request of you before you go – if you enjoyed this book, please consider picking up a copy of my book, **The Creative's Curse**, in any of its forms.

You can do so right here:

www.toddbrison.com/buythebook

Frankly, I give away a lot of stuff for free because I am a fan of free information. I charge for some things to help me create more great stuff like this and spread this message further.

Either way, I appreciate you. Thank you for the taking the time.

Much love as always,

- Todd B