

Inspire great minds... like your own!

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Do you hesitate to share your ideas? Do you worry others might find them silly or trivial?

Millions of good ideas never see the light of day because people don't believe their ideas are worth sharing. But when we suppress our ideas, we chip away at our ability to create them.

Flexing your “idea muscle”¹

James Altucher is a writer, speaker, businessman and thought expert. He says we need to exercise our idea muscles — our brains — like any other muscle. It's like mental weightlifting. He believes that building your idea muscle can lead to more inspiration, greater confidence and more success.

Ten new ideas every single day

According to Altucher, thinking up ideas is a skill we can all develop. It takes practice. And it takes work.

Altucher advises — and lives by — this strategy: Think of ten new ideas every single day. They don't need to be amazing, big, practical or even good ideas. Just ideas.

They could include things like how to take three minutes off your morning routine, topics for books you'd like to write, fun ways to surprise your spouse or items people will need to live in outer space. Keep a small notebook with you and write down every single idea.

The point is the idea

You don't have to act on your ideas — just create them. So really let your mind roam free. The goal is to build your “idea muscle” — to stretch your creativity.

It will likely be hard at first. But you'll probably also notice that, after a while, it gets easier to come up with your ten daily ideas.

When you look back at your ideas, some may seem worth pursuing. Then you can ask yourself: “Where does this idea lead? What do I need to make this idea work? Who can help me develop this idea more?” Picking out your good ideas helps you develop self-confidence.

Challenge your brain in other ways too

Another way to strengthen your idea muscle is to change your routines to make your brain work harder. Choose a day when you answer all your emails with phone calls. Instead of listening to music while you're working out, try an audiobook. Find a new way to get to work or the supermarket.

In other words, change your “normal” so your brain has to adapt. Adapting is good exercise. It boosts your ability to create and inspire.

Over time, you can make your brain a better “idea machine”. With practice and self-challenge, you can increase your abilities to think of new ideas, plans and solutions.

¹Information adapted from www.jamesaltucher.com