

Step 1: Assess Yourself

You don't have to be brilliantly artistic or musical to be 'creative'. Use this worksheet to create an inventory of your skills, likes and personality quirks. You will use this to feed your creative ideas later.

Keep coming back to this worksheet and add to it as you think of new things. Still struggling? Ask someone who knows you well!

I'm good at:

I have a strange talent for:

Other compliments I receive:

In my spare time, I like to:

People usually remember me for being:

People and/or groups I admire:

Step 2: Assess Your Resources

Ok, we know about YOU! Now what about your resources? You may have a lot more than you think!

Hardware:

Software:

People who can help me:

Spaces I can use:

Physical materials:

Random objects around the house:

Step 3: Assess Your Target

To make a high-impact, personalised message, you need to assess your target recipient or audience. It's best to generate a long list, then it's simply a matter of picking one or two things to work with.

You don't have to answer all the following questions. The idea here is to get a good list going.

About them:

What are they passionate about?

.....

Who do they help through their work?

.....

What are their hobbies? What do they like?

.....

Where are they from? Where do they live?

.....

Their personality:

Are they loud/quiet, extravert/introvert, outgoing/reserved?

.....

What amuses them?

.....

.....

What's their speaking style?

.....

What would they respond best to? Visuals? Audio? Video?

.....

Their online/offline presence:

What social media channels are they active on?

.....

What are they tweeting/pinning/blogging about right now?

.....

What media interviews have they done recently?

.....

What have they done that you can copy/imitate/pay homage to?

.....

Are they currently promoting a book/course/other product?

.....

Your connection to them:

What do you admire about them?

.....

How have they inspired you or impacted your life?

.....

Have you met them or attended one of their events?

.....

What teachings of theirs have you implemented?

.....

Who do you know who knows them well?

.....

Step 4: Connect The Dots

Steve Jobs once said: *Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a while.*

So, go review the lists you created. Now, simply connect a skill or strength that you have with something specific to your target recipient, then connect that to an available resource.

So for example, with Pat Flynn, I knew he likes beatboxing. I knew he likes music and being a bit quirky. I also like music, and I'm good at writing things that rhyme. So to me, the obvious solution was to create a quirky video of me doing a rap, set to some beatbox music. And I created it using the resources I had, which was: a smartphone, my podcast equipment, and shoe box and some sticky tape (yep, I didn't have a tripod). [Click here for a post detailing how I did it.](#) The more you practice connecting the dots, the easier it will get.

[Click here for more videos documenting the creative ideas I've implemented.](#)

Finally, I'm going to reiterate the importance of keeping it SIMPLE. If you're bursting with enthusiasm and ideas for blowing away your recipient, great! But one word of caution - you MUST keep it simple.

What creative ideas did you generate? And, more importantly, are you going to implement them? I know it's hard getting started, but believe me, it gets easier. And when you do, please share it with me! Email cc@thecmethod.com or tweet [@cjcanTERS](https://twitter.com/cjcanTERS). You can do this, rock star!

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