



EVERYDAY ACTIVITIES TO IMPROVE YOUR WRITING

JOHN CLAUDE BEMIS

Award-winning educator & award-winning children's book author

BEING A WRITER REQUIRES

mental strength

creative skills

exercising the imagination

FOR PEAK PERFORMANCE



POP CULTURE VIEW OF THE BRAIN

LEFT HEMISPHERE

Logic

RIGHT HEMISPHERE

Creativity



TODAY'S VIEW OF THE BRAIN

LEFT HEMISPHERE

Detail Oriented
Tasks

RIGHT HEMISPHERE

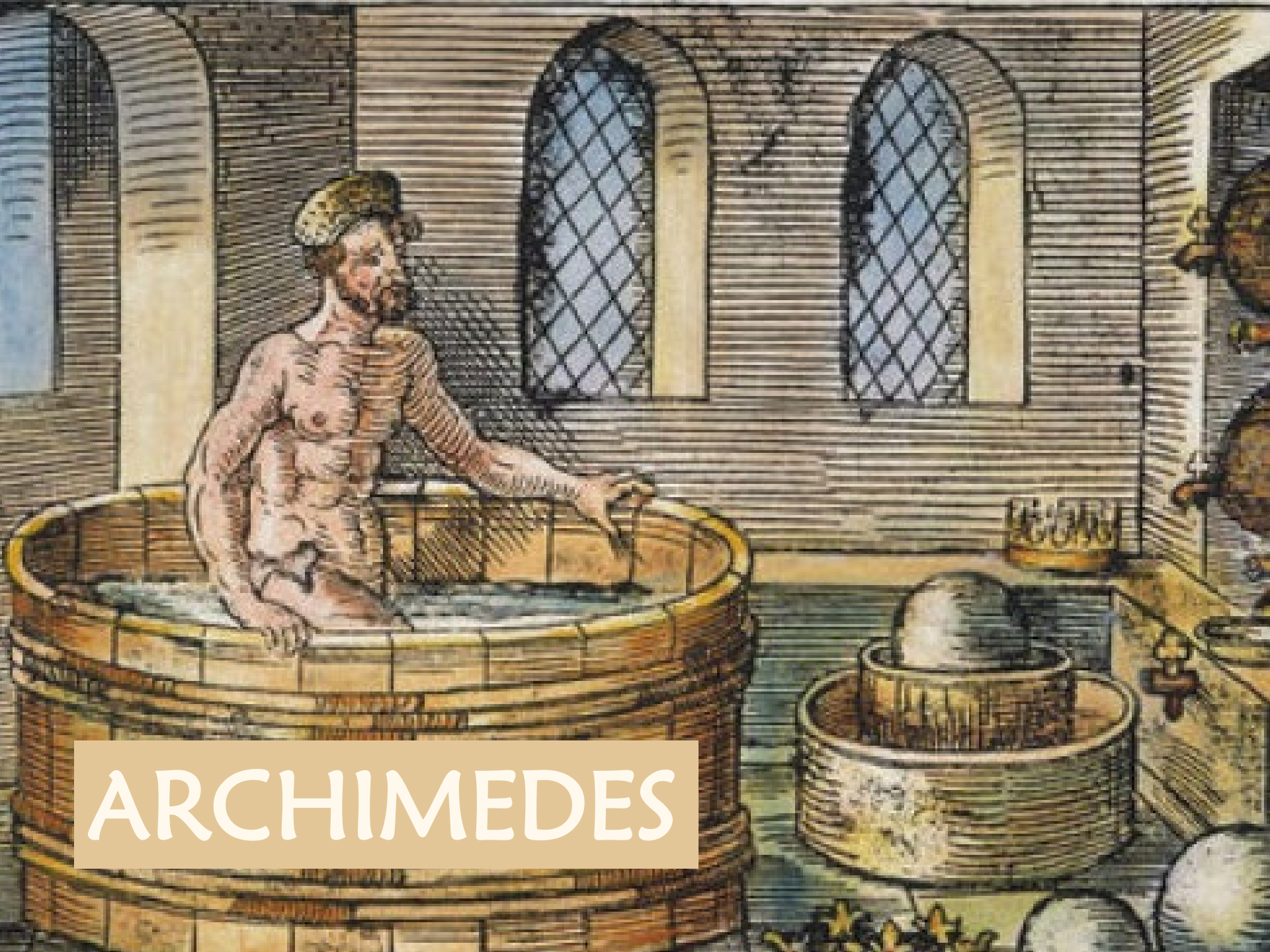
Big Picture
Insights



A photograph of a dense forest of tall evergreen trees, likely spruce or fir, shrouded in a thick, yellowish-green mist or fog. The trees are silhouetted against the lighter, hazy background, creating a sense of depth and atmosphere. The overall tone is serene and somewhat mysterious.

ON A GOOD DAY AS WRITERS,
WE HAVE THE MENTAL FLEXIBILITY
TO SEE THE FOREST **AND** THE TREES.

**BUT WHAT HAPPENS WHEN WE GET
STUCK FOR AN IDEA?**



ARCHIMEDES

WHEN DO YOU DO YOUR
BEST CREATIVE THINKING?



ARCHIMEDES'S LESSON FOR WRITERS

When you're stuck for an idea,
RELAX!

Take a walk. Enjoy a shower.

Lay down. Exercise.

Do something silly.

Work on an easy art project.

Find a mindless boring chore or activity.

Prime the brain first with logical “left brain” possibilities.

It’s okay to feel frustrated.

Then shift gears and do something relaxing to encourage a “right brain” insight.

Stimulants like caffeine help “left brain”
task-oriented productivity.

If you need to think through and synthesize big
picture ideas, avoid caffeine.



MENTAL FLEXIBILITY

Sometimes you need to be:

DEDICATED WORKER

UNINHIBITED EXPLORER

CRITICAL JUDGE

DAYDREAMER



WAYS TO DISCOVER YOUR BEST IDEAS



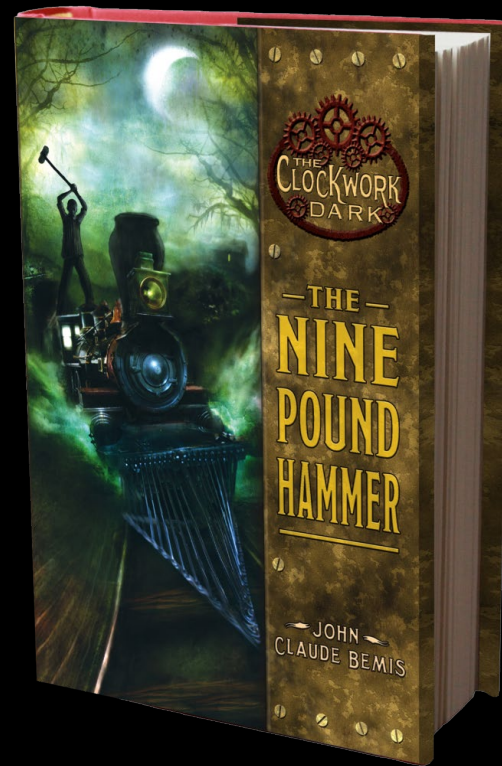
The background of the entire image is a close-up photograph of several bees on a golden honeycomb. The bees are fuzzy and have dark bodies with some lighter patches. The honeycomb cells are hexagonal and filled with a golden liquid. The text is overlaid on a white rectangular area in the center-right of the image.

THE RULE OF SIX

Your first idea usually
isn't your best.

Try to find six
possibilities.

HAVE ALL THE BEST
IDEAS BEEN USED?

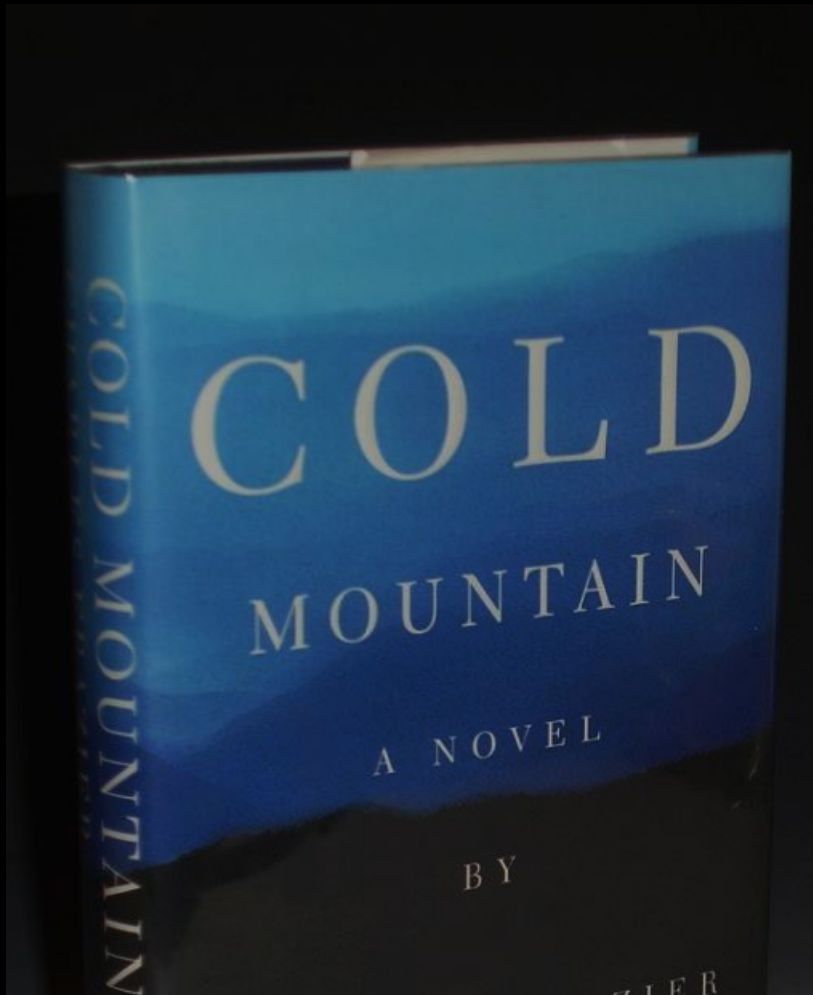


LATERAL THINKING

Anything new,
original, and
innovative is
made by
combining
existing ideas.



UNUSUAL COMBINATIONS



USING UNUSUAL COMBINATIONS

Lateral Thinking with Characters

UNHAPPY SPOUSE

+

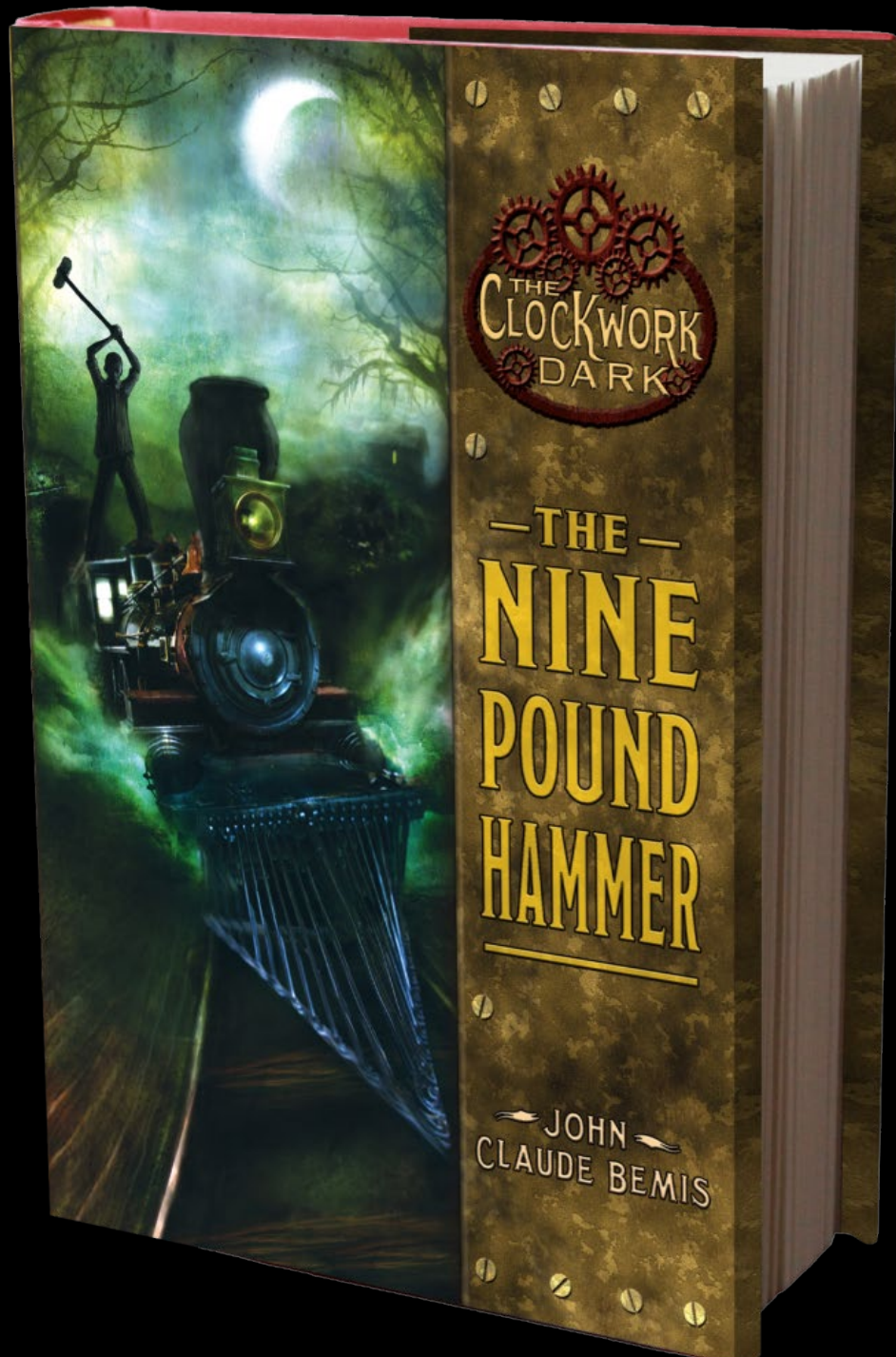
?

USING UNUSUAL COMBINATIONS

Lateral Thinking with Description

“My thoughts are stars I cannot fathom into constellations.”
~ John Green

“Dying is a wild night and a new road.”
~ Emily Dickinson





- Leonardo Da Vinci
- Raised by wolves
- AI with deeper humanity
- Birthday wishes
- Alchemy's quest for eternal life
- Legendary sea monsters
- The fabric of space-time
- Venetian history
- Quietus
- Tarot cards
- Pranks that backfire
- Born into the wasteland
- Adventurism
- The multitude
- A lucky coin

What if our pets started talking?

What if all words were politically charged?

What if a spider wrote words in its web?

What if all paperclips went missing?

What if the mythical gods were alive in our contemporary world?

What if someone burned all their possessions?

WHAT IF...?

What if no humans were left on Earth?

What if teens had to compete on TV for college admissions?

What if a girl found a dog in a grocery store?

What if terrorists took over a cruise ship?

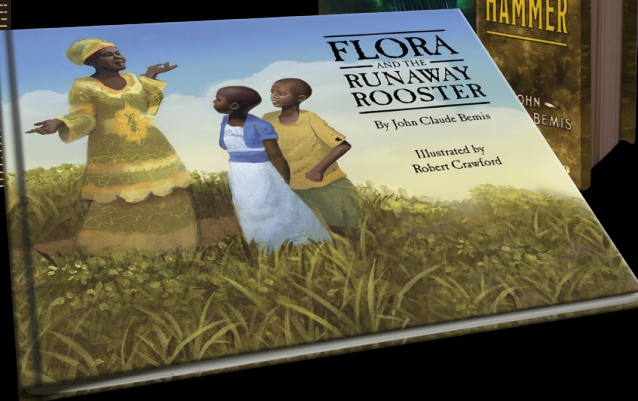
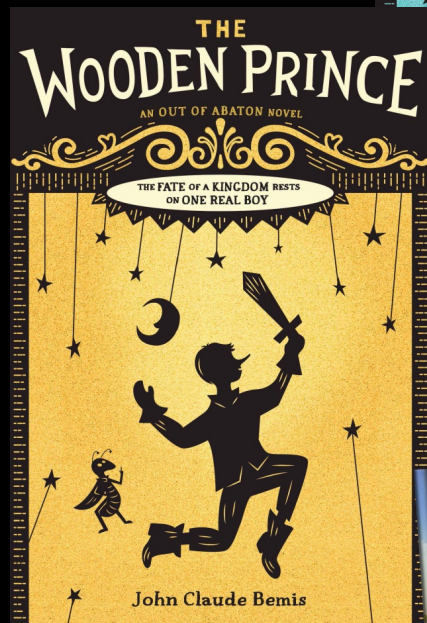
What if the days kept getting shorter and shorter until it was always night?

What if an impoverished family inherited a candy empire?



BEING CREATIVE LIKE A CHILD

Children play.
They're curious.
They explore.
They focus on process,
not outcome.
They're weird.
And silly.
They ask "Why?"
and "What if?"



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