

Smart Ass Success Teleseminar

Week 1 - Figuring Out What You Really Want: Unleashing Your Creative Genius!

With Scott Ginsberg (www.HelloMyNameIsScott.com)

Interviewer: Avish Parashar (www.MotivationalSmartAss.com)

Avish: Alright, welcome everybody. This is Week #1 of the Smart Ass Success Teleseminar Series. I am here today with Scott Ginsberg, who is the Nametag Guy, in that he wears a nametag and has worn a nametag 24/7 for, I don't know, over 10 years now. Scott is here – we're going to talk about Step 1 in this process, which is figuring out what you right want, which really comes down to unleashing your creative genius. First of all, Scott, welcome to the teleseminar.

Scott: From one smartass to another, I'm excited to be here.

Avish: So am I. I'll tell you, let's get this right out of the way for people who may, for some ridiculous reason, drop off early, let's get to the propaganda first because that's what we want to do is Scott, if people are burning on the call or later on to find out more about you, where should they go?

Scott: Go to Google and type in the word 'nametag.'

Avish: Really? You're coming up #1 on nametag, eh?

Scott: Yeah, I have for a long time and I say that just because people like to communicate in a lot of different ways and I want to be accessible in whatever form they choose, so if you do that, you can reach me however you want.

Avish: Right and I think that's going to come back to something we're going to talk about later is just you put out so much content that Google finds your stuff, which is why you've been saying nametag.

Scott: Yeah, the power of volume, yeah.

Avish: Well, yeah, you, boy, when we get to that, people are going to be blown away by the power of your volume.

Scott: Yeah, that's what she said.

Avish: Yeah, very nice and we've set the tone right off the bat.

Scott: That's right.

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Avish: So cool, I'm going to get to a little bit about you, but first let's just share what this program is going to be about, which since you're the expert, I'm going to kind of frame it. Tell me if this sounds right to you, is when I asked Scott to do this, you told me you had a module on vomiting. Really, frankly, welcome everyone. Today we're going to talk about vomiting, but not in the gag reflex sense, but rather in how you can just produce, as we said, a ton of content, essentially just letting information flow from inside of you. Does that sound about right, Scott?

Scott: Pretty accurately, it's less messy, so I think you'll like it.

Avish: Good, good and just to frame it for everyone here, we're going to talk about how this all relates, the importance of creativity and how it relates to figuring out what you want, and then we're going to talk a little bit about how do you initially tap into your creativity, how do you then improve your ability to tap into your creativity, and then talk a little bit about how we apply that, so people can have a roadmap of where we're going with this.

Scott: Cool.

Avish: Now Scott, to get started, before we get to you and your background and stuff, I've been on a lot of these types of calls and seminars and I feel like sometimes you get on and the first 20 minutes the expert goes on and on about how they got there, which is nice, but I want to start first with just some straight content then we'll get into how that ties into your background.

Scott: Yes.

Avish: As we talked about before and as I said here, this whole 7-part teleseminar series is about really helping people figure out what they want and then they get a plan and apply that plan to get it. For me, figuring out what you want really comes back to creativity, which may surprise people. What does creativity have to do with that? Shouldn't I just take an assessment test and be done with it? So I want to throw it to you. When it comes to really figuring out what is important to you and what you want to do with your life, why is creativity important?

Scott: Creativity isn't important, it's essential. Creativity is the highest form of human intelligence. Creativity is the foundation of everything that is good that has ever come out of our species and I think the word actually means to make something out of nothing. I don't know. It doesn't matter, but I guess that's the definition of it, but the thing is creativity is not a word, it's a way. It's an approach. It's how you do everything, everything you do from how do you change lanes without killing somebody and being safe, from how do you market your business, from how do you be a parent to your kid, creativity is everything, everything, everything. It's my religion.

Avish: Wow! Well, that's a pretty broad and bold statement, so I'm going to, as we go through this, I'm going to really kind of question you and drill you down on that because I don't disagree with you, but I really want everyone on the call to get that sense as to why that's important.

One thing that is important and essential that I want to ask you about is what the relationship is between creativity and excitement, and what I mean by that is one thing that strikes me both in talking to you and reading your blog is you seem like a person who genuinely wakes up excited and loves what you do and I love what I do too, but you seem to take it to a whole other level. I know one of the reasons people would be listening to a call like this is they want to find that thing for themselves that they wake up excited about. If you could speak briefly on A, am I right in that assessment of you and B, where does creativity fit into that?

Scott: Yeah, I think you're pretty right. About 95% of the time, I wake up, I can't wait. I'm ready. Let's do it. Let's go. I'm totally pumped, but I'm also a human being. I have my days where I'm like, "Wow! I am totally not motivated. I do not care. I do not want to get out of bed." It happens. It's part of life.

But yeah, for the most part, I'm ready, man. I start work 4 or 5 in the morning. I can't wait to get up and it has to do I mean certainly with creativity, but it has to do with knowing who you are. I mean that's pretty much what I talk about. That's what I teach people. That's what I know how. I mean I'm all about self-reflection. I'm all about identity. I'm good at knowing who I am. I'm good at knowing who I'm not and I'm good at knowing what I do and why I do it, and I'm also good at helping people figure out the same.

So gosh, I mean there are a million different exercises that I can give people. There are different sort of approaches to it. Here's the best one. Here's the one that changed me forever. It was a total accident. My mentor was giving a presentation. He's a black, Baptist preacher who marched in the Civil Rights Movement, so we're very much an odd couple. He's been the greatest influence in my creative life.

And I saw him give a presentation to a bunch of students and he talked about in his presentation about identity and about the conference of diversity is about respecting people's right to be and also honoring that same right in yourself. So we can't practice diversity until we know who we are, what makes us unique. During this presentation, I had this idea. I was like, "Gosh, you know what would be really cool? I would like to spend some time just answering the very simple, but difficult question: Who am I?" A huge question, like maybe the hugest.

I thought, "It's so hard to answer that in one answer or two answers or 10 answers," so I said, "Alright, I'm going to make a list of 101 answers to the question who am I, 101 answers." It was so difficult. It was so fun. It was so exciting. It was so confrontational and revelatory that the first 20 were easy. The second 30 or 40 got harder, but that last 80, 90, 100, those were like bloody and real and honest and true.

So I'm doing this exercise, I was like, "Wow! I've already changed just by doing it." It's not like I didn't know who I was, but I had that reflected back to me 100 times and you really get to the core of your truth as a person. I thought, "Alright, well, what's the next big question? What do I do?" Same thing, 101 answers, and again, it was like, "Wow!" So my first answer on what do I do is like I write books. Okay, but then the last answer was what do I do? I function as an alarm clock for people. I was like, "Damn, that's good." You can only do that if you do it 101 times.

I was like, "Okay, fantastic." Now I get to the third one, maybe the biggest one, which is the first two lists together is why do I do it? Who am I? What do I do? Why do I do it? I did 101 of those. That was hard. That took another week itself just to do that list.

Now I have 303 answers. Who am I? What do I do? Why do I do it? I mean forget about just the self-revelation. Forget about how cool and challenging it was, but I'd just written my marketing copy for the rest of my life. All the stuff on there was like, "Oh, that's what I do. Well, is that on my website? No, idiot, put it on there because people will buy that. That's good."

That's an exercise that I would say about half the people will never in their lives do, ever, ever, because it's too confrontational. It's too much work and people are afraid of what they're going to learn about themselves and that's okay.

Avish: Well, I think you're being generous when you say half.

Scott: Yeah.

Avish: I think there's a much higher percentage that won't do it.

Scott: Yeah, yeah. You're probably right and sometimes it's hard for me to remember that most people are not like me. I'm a freak of nature, so I know most people won't do this. But I triple-dog dare people, if you do this, I promise you, you will never question who you are again, ever, and that's what gets you out of bed in the morning.

Avish: Alright, well, let me ask you a couple questions because I think this is a really powerful exercise you've given us. Question #1, you said that answering the third one took you over a week, so you – sometimes these exercises, we're told

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to sit, don't get out of the chair until you've got 101, but you actually broke it and spread it out?

Scott: I didn't mean to. I mean I'm sure it'd be cool to sit down and do it, but I think it's important to stew on it, maybe spend a night or two sleeping and sort of thinking about it because once your radar is up, you go, "Oh, right. I forgot about that one and that one and that one." Yeah, don't try to cram it in one.

Like when I do – teach planning for organizations, we do it in a couple of hours, but that's because there's 10 people and it's a challenge and that's part of it. When it's just you, yeah, take your time. I mean if it took me maybe two weeks to do the whole three lists, I mean it's going to take people that minimum, so take your time. Don't put it into a box, but don't put it off. Tell yourself – maybe do it with your spouse or a friend or a partner. I mean I did it with my girlfriend and we shared it with each other and that was, wow, talk about a relationship booster. Talk about intimacy. Share it with your partner. You really get to know the other person. It's beautiful.

Avish: Got it. So with these 101 answer exercises, I'm assuming this is one of those no filtering things. For example, if I was doing it, as a who am I, I might say I'm a speaker. I'm an improv comedian. I'm a blogger.

Scott: Right.

Avish: But then I could even go further. I'm a boyfriend.

Scott: Yeah.

Avish: I'm a martial artist. I'm a fighter.

Scott: Sure. There are no rules. There are no rules. You can write – people are – when I do this exercise, it's like, "Well, should I put this?" I'm like, "There are no rules." The only rule is 101 for each question, go. That's it. It's fascinating when you see people's lists because it reflects a lot about how you perceive yourself and how you define yourself and the labels that we put on ourselves and what we do.

I certainly did it, perhaps more from a business perspective, at least more of the second two lists. It doesn't have to be. I'm 31. I'm in full-on career mode, so I'm highly wrapping my identity in what I do professionally, so it may not be that. If you're more of a family person and you're focused on raising your kids and being a spouse or husband, cool, then it may reflect that, but yeah, there are no limits, man.

Avish: Well, I guess the key is, like you're saying, it's what's important to you is going to come out if you keep at it.

Scott: Sure.

Avish: And then you'll kind of figure it out. It's funny, right? The whole purpose of this call is to tap the creativity so we can figure out what we want. In some ways, I'm almost tempted just to end the call now, right, because I mean do you honestly believe, as it sounds, if we go through these three questions, 101 answers for each, that by the end of it, you should have a pretty good idea of kind of what's going on inside of you as to what you really want to be doing with yourself.

Scott: Yeah and it's almost like that Marcel Proust questionnaire. It's the kind of thing that maybe every five years we should redo. I mean I did mine maybe a year and a half ago, I think, maybe a year ago. I'm not sure, but I have it in my wallet. I shrunk down all three of the lists in very small print and I have it in my wallet. It's a nice thing to just kind of take out if you need to or if I'm telling someone, I'll share my list. I'm happy to share it with people. I got nothing to hide. But what's interesting is that I look at it, I'm like, "Oh, wow! I totally don't care about that anymore," or, "That used to be important to me, now I'm kind of over it." I think it changes and I think we should assess that change over the years.

Avish: Okay, well, that's – wow, that is super. One thing you had said before is I forgot the exact word you had, but you're a very different person. You're insane or you know.

Scott: Something like that.

Avish: Let's take a second now to figure out – just giving people an overview, just give them a great idea, but let's do the credibility section here just so people get a sense of who you are. First off, why don't you tell everyone briefly about the nametag thing, what that's all about and kind of how you molded that into a career.

Scott: Sure. I appreciate the fact that you led with value and got to the ego stuff later. I think that's important. So thank you for doing that. No one's ever done that and I appreciate it, but more about me.

Avish: Of course.

Scott: Yeah, 4,000 days ago I decided to start wearing a nametag just for fun, just as an experiment. That's usually what I tell most people, but the sort of deeper backstory is I started wearing nametags because I didn't fit it. I didn't belong. I didn't have any friends in college, so I said, "Screw it." I'm putting on a nametag. Now I belong everywhere. So I did.

Everybody was friendly. Everybody was nice. Everybody was sort of responding positively and all I did was put this little sticker on and I was like, “Wow! Unbelievable.” It turns out it wasn't a nametag, it was a permission slip. It gave people permission to say hi. It gave me permission to be friendlier, so when I was 20 and this is 11 years ago or 4,000 days ago, I said, “Alright, that's it. I'm going to wear a nametag every day forever.”

Now I had no intention of starting a company, writing books, and building a publishing and consulting enterprise. As a result, that just happened and that evolved over time and I listened to clues of what seemed to work. I wrote my book senior year and then – that was 12 books ago, so once I wrote the first book, apparently if you've written a book, people think you're smart. I was like, “Okay, that's awesome. I guess I'll just write a lot of them.” The books led to speaking and consulting and teacher planning and everything.

It all stems from that one thing, that one simple idea and that's sort of the big lesson is you're talking about creativity, which is about having ideas. Well, the thing is that we don't need, you don't need an idea. You need an I did. So that's the execution. That's what holds it all together and that's it, man. That's my story. I'm a guy who wears a nametag.

Avish: Right, that's awesome. We're going to get to – I'm going to ask you more about execution in a bit here. There's one interesting – I don't know if it was a shift or you always were this way, but you – I've been there in conversations where you basically introduce yourself not as a speaker/consultant, but as a writer and you've got a very disciplined writing lifestyle. Could you let people know what your kind of writing lifestyle is and when did you make that shift where that really became an important part of who you are?

Scott: January 1st, 2004, I'd been in business now for a couple years, started writing my first book senior year and I kind of wrote like 15, 20 minutes a day. I've been a writer my whole life, so that was easy and I just started writing, but I had no schedule. Published the first book, kind of wrote here and there, did stuff, but I had a conversation with a friend of mine who was a journalist about writing and getting into a schedule and I kind of had all these ideas and stuff I wanted to write about and she just looks at me and she says, “Stop planning and just write.” I was like, “Okay.” So I did. I just vomited, if you will, on the page and I went from 15 minutes a day to I don't know, an hour or two a day or a bunch of hours and now I write – I mean it's ridiculous, 4, 5, 6, 7 hours every single day, all day. That's what I do.

I mean that's the thing. People mistake – when someone says, “Oh, what do you do?” People screw this up all the time because they mistake the three different elements. See, there's your occupation, there's your job, and there's what you do. Let me break down the distinction.

Your occupation is what occupies your time. I'm a writer because writing occupies most of my – that's my occupation is a writer. What do you do? Well, what you do is how you make a living. What do I do? I'm a resource. I think of myself as a resource for my clients and I deliver value to them in a lot of different ways. Who are you or back to that sort of thing of occupation is what occupies your time; your job is sort of your title. What do you do? This is how you make a living.

All three of these things sort of come together. Occupation, your job, and what you do and we need to know the distinction. What I do is not a writer; my job is not a writer. My occupation is a writer.

Avish: Got it, okay. That makes a lot of sense. Since we're talking about kind of figuring out some things about what you want to do, when did you figure out some of this stuff? You said you didn't start out with a nametag to build a business. You started that. When did you figure out here's what I want to do and here's how I'm going to do it?

Scott: Yeah, I guess there were a few different sort of, I call them shove moments, when someone kind of shoves you over the wall and says, "No, do this. This is it, man. This is what you've got to do." I had some professors kind of shove me. I had – the first speech I ever gave to a Rotary Club at 7 in the morning, it's a bunch of old men, like terrified, freaked out, I just had been on CNN a week before and then they called me for the speech. This guy afterwards, after I gave the speech, he was like, "Do you have a job?" At the time, I was selling furniture full-time to underwrite the cost of the book and then writing books and doing that whole thing kind of whenever else I could. He's like, "You should quit. You need to be a speaker." I was like, "Oh, cool. Right on." When a 92-year-old retired surgeon tells you that, you listen.

There are those clues, whether it's from someone you know, a random sort of angel you need or a friend or you just kind of listen to what the world is telling you, you start to realize, "Oh, yeah, yeah, okay, I got it. This is it." You just have to listen. You've got to be open to it, receptive, and just kind of say, "Alright, well, maybe I'll just go down that road and go down this road and just keep doing it and let it evolve organically," as opposed to saying, "Okay, this is it. This is what I'm going to do."

Avish: Right, so you kind of figured it out and get an idea of what it is in the moment, but like you said with the lists, you revisit them from time to time and you don't stay chained to one thing.

Scott: Right. Yeah, I mean there's stuff I used to do, I never do and I hope I never do it again, but then there's stuff that I do now that I never thought I would do and I hope I never stop doing.

Avish: Right, so you don't want to lock yourself into a box because – well, that's kind of the antithesis of tapping your creativity.

Scott: Exactly. Pardon the pun, no labels, no limits.

Avish: Right. I like that. Okay, excellent, so now that we've kind of got the background and stuff, let's get into – there's probably people listening and they just heard you say, "I write 4, 5, 6, 7 hours a day," and maybe they hung up already because they're like, "Alright, this is insane. I'm not going to do that." Because for some people, people who don't write, who haven't – when I speak on creativity, I talk about how it's beaten out of us in school a lot of times and it lies dormant.

Scott: Sure.

Avish: So first off, do you really write that much every day and if so, how do you do it?

Scott: Okay. No, I'm lying to you. I write 20 minutes a day, of course, I do. Yeah, well, what you have to really do is expand your definition of writing because that doesn't always mean putting words on paper, on a computer, or in a notebook. Writing to me is taking what's in your head and getting it out into the world. E-mails don't count. E-mail is not writing. I don't want to hear that crap from you. Blogging, that's writing. Tweeting, that's certainly writing. It's publishing. To publish is to make something public. It doesn't mean you have to publish everything, but what it means is that you have your thoughts and they need to be out of you.

So me writing seven hours a day, I mean I kind of have my standard 5AM to 9 or 10AM in the morning every day, four or five hours, and that's my baseline, non-negotiable, unless, for whatever reason, I have something before 10, which I rarely do because that's my time. That's my peak creative experience and I need to tap into that because I suck writing at night. I can write in the afternoon and stuff, but man, when it's dark and cold and quiet, I am on fire.

So yeah, I mean that's sort of my approach and hopefully I can get those couple hours in there, but again, it's like I started with 15 minutes a day, so people shouldn't be intimidated because A, you can build up to it and B, you don't need to write this much. It's sick. It's an obsession. No one needs to write this much, but again, I'm all about volume and I figure if I'm not that smart, I could just have more volume because it's not about being right, it's about being everywhere.

So the definition of writing, I think everyone needs to think about it. Maybe you're a podcaster, okay. If you're a podcaster, perhaps you like talking better than putting words on paper. Awesome. That's still writing. That's taking your thoughts and getting them down because it's recorded and you can have it

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transcribed or you can go back and pick out the nuggets and stuff, but if you'd rather talk into a recorder for an hour every morning, right on. That's writing.

If you'd rather have a conversation with someone who really lights you up and record that, that's writing. If you want to get notecards out and put stuff down, flip charts, that's all writing. All this stuff is. It's not a pen in your hand. It is the thoughts out of your head.

Avish: So as long as you are getting the stuff out of your head, so to someone who says, "Well, my writing process is I kind of think about it for a while, think about what I want to write." Would that fit into your process?

Scott: No, because thinking is the enemy. Because remember what my friend said? "Stop planning and just write." You don't need to think. Think on paper. That's what I do. I think on paper all day. Now I think it's important to have that sort of wandering time or wondering time and just thinking just for no reason. You don't always have to write everything, but yeah, man, it's like, "Yeah, I'd rather like to think." Fine, think on paper. Think on wax, if you're recording it, but yeah, don't let those thoughts just float out into air. Get that stuff down.

Avish: Alright, well, I want to jump ahead for a minute. It's something I was going to ask you about later, but I think this is probably a good time to ask is that you're a creative entrepreneur and I am as well, but there might be people listening here who don't have their own businesses or if they do, they're not in a creative type field. Take like take someone who just works for a company, is this still something they should be doing? If so, why? Should they be creating volume and content?

Scott: No, they're screwed. I don't know, man. I mean look, creating content and building a volume and bodies of work, it's totally not for everybody. Maybe for you, writing is taking that half hour to journal every morning or I don't know, just getting your thoughts or maybe you're a songwriter, you'd rather write music, whatever. It's about expression. It's about getting it out of you. Our thoughts don't belong in our heads. They don't do us any good there. They do us out in the world, so that way they can help people or we can add new molecules because other people hear our thoughts and add something to it. That's where they belong.

Yeah, I mean frankly, I'm a terrible business person. I don't care about business. I don't like being a business person. I could care less about how good my company is doing and I don't care. I'm an artist. I'm a performer. I'm a writer. I'm a thinker. That's what I care about and I mean I've got to take care of my business and I've got to make sure I'm alive and I'm making money so I can support my lifestyle and underwrite my dictions, but yeah, who cares about business?

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Avish: Interesting. I've got another question about that, but I'll save that for a little later. Well, then let's talk about you talked about journaling in the morning, so I want to talk about this idea that I know at least when I spoke with you about a year ago, I know you were still doing called Morning Pages, and I wanted to know if you were still doing that and if so, if you could kind of share with people what that is and why you find that beneficial.

Scott: This is from Julia Cameron, from *The Artist's Way*, if you've never read *The Artist's Way*, even if you're not an artist, you've got to do it. It is one of the great permission slips you'll ever read because it really makes you read the thing and it's like, "Wow, dude, I want to do this. I want to create. I want to make stuff." Her work gives you permission and part of it is The Morning Pages. Here's how it works.

I just say here's what I do, which is, for the most part, the way Julia Cameron suggests it. This is how I start every day of my life. After I wake up and shower and brush my teeth and get my headphones on and pick the right music for 5 in the morning, I open up a blank document on Microsoft Word and I vomit. So for 20 minutes I just purge, every thought, every impulse, every complaint, every frustration, what I dreamt of when I woke up 20 minutes ago. I just puke it onto the page, and anything goes. There's no stopping or editing or there's no audience. It's private. No one ever looks at this but me. I don't even keep most of them. There are no boundaries. I'm not even thinking, okay? I'm just reacting. I'm just confronting myself. It's not a blank page. It's a mirror. I empty my heart onto three pages. That's it, three pages. Sometimes I get to two and I'll want to quit. I'm like, "No, no, you've got to get to that third page." Even if it's only five lines on page three, that's okay because it's that three pages where that's what it takes.

I've done this with different retreats that I've hosted and usually for the first two pages, you're just complaining and bitching and moaning and talking about what you did the day before and what you dreamt of and what you have to do later that day. You kind of run your to-do list. But it's only on that third page when you dig deep. It's like the list of 101, so that third page, that last 30%, that's when you really – you end up writing something and you see it on the screen and you go, "Oh my God, holy shit." It's very confrontational and it's very revealing.

That's what I do is, at this point, I've been doing it so long, you can't even read it. I can't even read what I'm writing. It's illegible. It's gibberish, but I know what I'm writing as I'm saying it and a lot of times I'll think of stuff as I'm doing it and I'll go back and fish it out and use it for something else. But most of the time, it's just trash. I just dump it and I delete it. I never see it again. I may keep a few here and there because I might say something important and I might go back and look at them, but no, this vomiting is the gateway to the creative self and it's this daily ritual, it's an emotional release, and it's that gateway to value.

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I'm a big fan of synonyms for vomit. I love vomiting synonyms. Here are a couple of my favorite ones: barf, mulch, blow donuts, fertilize the sidewalk, impromptu – listen to this one, impromptu protein party. God, is that good.

Avish: Oh my goodness.

Scott: Yeah, I know, man. Yeah, I'm 12-years-old, sue me. That's what I do every morning. What's neat is that loosens the brain up and it's like going to the golf course and hitting a bucket of balls before you go onto the course because you've got to get the shanks out, right?

Avish: Yeah.

Scott: That's what you do. So every morning I do that and I started doing that, oh God, seven, eight years ago. I don't know and my writing has never been the same. I mean you get to the good stuff. You've got to clear away that crap first and then you get to your best creative materials. Read *The Artist's Way*, learn about it. Again, most people are never going to do it. Most people will never write three pages the minute they give up ever, ever, ever in their life and that's okay. I'm just telling you what happens when you do.

Avish: Right, so to put this in perspective also of this whole program in terms of figuring out what you want and then making your plan to get it, let's say to the person listening right now, they've got a job. It's pretty good, but they're not fulfilled. What do you perceive will happen if they spend some time doing The Morning Pages?

Scott: They're going to give themselves permission to entertain, explore, and potentially agree with what they're thinking. See, that's one of the things that Morning Pages did for me is I was in a relationship years ago and you're kind of at this point, you've been together with someone for three or four years. You're in love. This is it. You've committed and so if one of those little thoughts floats by and it's that thought of, "Hey, have you really considered the fact that maybe this person you're dedicating your life to is a manipulative bitch who's just trying to ruin your life?" That's a thought you would never have because you don't allow yourself to have. That's the whole cognitive dissident, but no, no, no, I've already committed. That couldn't possibly be true. I mean it's fundamentalism at its worst and at its most dangerous.

When you do these Morning Pages, what happens is it's a safe container for you to share with yourself honestly and openly. No one's going to see it. It's just you and a blank page. It's a meditation. It's a prayer. It's a conversation with the divine because it's in you and you're just putting it out there. You do it and then you're like, "Oh my God. Did I just write that? Oh my God." But then it's like, "Okay, I've acknowledged this thought." Then maybe a couple weeks later

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you do it again. Maybe you explore it. Maybe you write out on the paper what you really think. Maybe you're like, "You know what? Wow! I never would have given myself permission to say I hate this job. I only say that I like it so I don't feel bad for my boss." Maybe you say that and you're like, "I'm so glad that I had this revelation. I realize I'm not happy and I can't be happy unless I get out of here and I'm doing a disservice to this organization by coming in here at 40%."

That's the kind of stuff that happens, man. I swear to God I'm almost embarrassed to say this, but I got an e-mail from this woman who tried this and spent some time doing it. She wrote me an e-mail and I don't know, a week after she had seen me talk about this in a presentation, she's like, "Scott, you're not going to believe it, but I've been thinking a lot about this and I've been doing the Morning Pages and I presented this information to my company and I just got fired."

Avish: Holy cow!

Scott: I know. I was like, "What? Are you serious?" I wrote her back. I'm like, "Oh my God. You actually did what I said and you got fired?" Oh hell! This is horrible! She wrote back and she said, "Scott, it was the best thing that ever could have happened to me. I didn't want to admit it, but I had to leave," and I didn't do anything. All I did was gave her permission to think for herself, really be honest about it. I was like, "Oh my God." Now I'm probably not going to put that testimonial on my website, but I wonder what's...

Avish: On certain websites that would be good, but...

Scott: So it's like I wonder what would happen, I wonder what would happen if people gave themselves permission to be honest.

Avish: Yeah, well, if I could share two real quick stories from my end, speaking of relationships, I was dating a girl and she was really unhappy with her job, but she didn't know what else she wanted to do. So I actually suggested that she do the Morning Pages every day and she was really resisting me. When I asked her why, she literally said, "Because I'm afraid of what I might write."

Scott: Sure.

Avish: There's a certain courage and you have to have that willingness to expose yourself.

Scott: Even if it's only to yourself, I mean the scariest audience of all is the one that looks back at the mirror, right?

Avish: Yeah, well, that's what I told her. I said, "You're the only one that's going to see this." But she was still just unwilling because she didn't want to face some of those thoughts that were holding her back and that were inside of her.

Scott: Amen.

Avish: On a positive example, I have a buddy who I think you met, his name was Mike, and he got a degree as an undergrad, yeah, he's a great guy. He got his undergrad degree in Music, but then he took a corporate job and he was pretty dissatisfied. He'd been there for a few years, and he started doing Morning Pages and he really credits this because after about a month of doing it, he just decided, he walked up there one day. He's like, "Yeah, I'm going to go back to grad school and get a degree in – a graduate degree in Music." It just became that clear to him that that's what he wanted to do from doing these Morning Pages and sure enough, he did it, and now he's working. He's got a video game company where he writes music and produces video games. It's all pretty cool, but all that came from that – like you said, I love your thing about how it's not a blank page. It's a mirror and people are way – too often way too reluctant to just look in the mirror to figure it out.

Scott: Amen. Give it a shot, right?

Avish: Okay. Well, this is a good moment to pause for a station identification, so for people who joined us halfway through here, I'm talking with Scott Ginsberg, who is sharing with us lots of great ideas about tapping your creativity, learning how to vomit your ideas and get them out of you. If you want to learn more about Scott and read his stuff, he's got like what, 12 books now? Is that right?

Scott: Actually it's a baker's dozen.

Avish: A baker's dozen, nice. So 13 books now and just hundreds and hundreds of blog posts or if you're interested in him as a speaker, he lets you rent his brain to help – if you want specific ideas from him, all that stuff, type in nametag in Google and you will find Scott and you can contact him, sign up for his stuff, buy his books, and hire him because he's fantastic.

If you're just listening to this live and you want to re-listen to this because there's some great ideas already and you want to make sure you don't miss anything, if you're listening to the free version, you can still sign up for the paid version at smartasssuccessteleseminar.com and if you buy the paid version, you get the recordings, you get the transcriptions, you get a bunch of bonuses. If you're just listening in for free, but you want to get this recording, go to smartasssuccessteleseminar.com.

Alright, Scott, one of the things you had said you wanted to talk about before when we talked about this call before was this idea of building a creative

inventory and I don't know if we already talked about that or if you want to talk more about it, exactly what that is and why that's important.

Scott: The baseline philosophy is if you don't write it down, it never happened. So this whole concept of writer's block, it really – it doesn't exist if you don't want it to. If we can find a way to not only write down, but organize and categorize our ideas on whatever way we want, I use my laptop, but there's a million ways to do it. If we can do that and if we know where they are, if we can access them, then it's really easy to stay organized. It's easy to not find inspiration, but beguile it.

You can look through a folder. You wake up in the morning like, "Gosh, what am I going to write about?" You just open that folder and there's a bunch of prompts, a bunch of sentences. Benjamin Franklin had a name for this. He called it in Italian *linea donae*, which is like the one line, the one spark that sort of gets you going and that's what you need, man.

Like here, I'll give you an example, okay? We've been talking now for 40 minutes and I just wrote down as we were talking, the scariest audience of all is when it's us. I wrote that down. That's one sentence. It's eight words and I saved it as a document. So every idea that you save should be saved and the title of the document needs to be the idea so that way you can search for it.

Then what you do is just keep it in a folder and maybe you have titles for something or quotations or one-liners or philosophies, whatever, just save them all, keep them organized, and then it's easy to find. Then you'll never not be inspired because it's just in there waiting for you.

Avish: This could apply even to someone who doesn't make a living as a writer or a creative type is let's say like an IT person. If you get a good idea, write it down, even if you don't know how you're going to use it, just write it down. Stick it in a document or stick it as a title of a document so it's there for you.

Scott: Yes. Yeah, it's like collect always, store immediately, use eventually, delete never.

Avish: I like that. Can you repeat that? Was that something you said before or did you just make that up?

Scott: No, I mean that's kind of my approach to it. Collect everywhere, store immediately, use eventually, delete never.

Avish: That's perfect.

Scott: You'll find a use for it. If you don't, that's okay. I mean I have terrible ideas every day and I save them. I have a folder called Crappy Ideas.

Avish: Well, that actually brings up a really good point is a lot of times when people come to try to be creative, whether it's writing an article or a book or generating content or even just doing something like sitting down with a piece of paper trying to brainstorm ideas about what they want to do, one time people get that "writer's block" is because every idea they have they think is terrible, so they don't want to get it on the page.

Scott: Yeah, that's the thing and there are a lot of different elements to that concept, so let me get into this. A, who are we to judge if an idea is terrible? The approach we need to take with every idea, for that matter, people that we meet. I mean this is about being a judgmental person, okay? Whether we're judging ideas, people, experiences, cultures, we need to learn how to treat things and people with deep democracy, not to assign value, not to say, "This is good because it makes me feel this way or this is bad because it makes me feel," it's just – no, there's no – you've got to take the emotion out of it, just get it down, and you evaluate it later. That's the first thing is how do we know it's a bad idea and why we earn the right to categorize it as such?

Secondly, if we don't have any bad ideas, we'll never get to the good ones. I mean if anybody on this planet read my Morning Pages, they would never talk to me again. It is the most horrible, disgusting, perverted, sickening, depressing, I mean if you read this, you would think, "What is wrong with this guy?" Nothing. I'm just being a human being and I'm getting all that junk out of the way so the good stuff can come to the top, so bad ideas are the best thing that ever happened to you.

Then lastly, bad ideas might be bad right now, but I've had bad ideas that I went back to, like I'll open up my Crappy Ideas folder a year or two later, five years later, and I'll look at and go, "You know what? That idea really was bad when I was 21, but wow, it sure is applicable now. I'm sure glad I saved it."

Avish: Right, I like that and that's true too also and time gives you also a new perspective, maybe that idea five years later will trigger something in your head, like, "Oh." So that's actually a really good point. So if you've got someone who's trying to figure out their "life plan" and this idea comes to them, like, "Hey, I want to be a ballet dancer," and they're just like, "Well, that's dumb." They should still write it down and put it in their file because three or four years later, maybe circumstances change when they look at it, they're like, "Oh, wow. Now I actually have this opportunity or I could see how that could work for me now."

Scott: Hey, here's some perspective. People thought Christianity was a bad idea, but they still wrote it down.

Avish: Very true.

Scott: As a matter of fact, I just wrote that down as I said that. That was good.

Avish: I like that. Well, it's true. Everything starts out like a bad idea, so you've just got to get it out and then build off of it. One of the other things you had mentioned, you have this idea about crippling your creative productivity and I don't know if that's a specific technique or just kind of a general practice you have, but how can people really improve their ability to let creative ideas flow?

Scott: I believe it is a process of elimination. I mean there's no shortage of resources in books, in people that will tell you how to get ideas and how to get the flow going, so I'm not going to spend any time on that. I've already talked about it a little bit, but there are more important things to think about.

See, the reason people can't get that flow going is because they're too busy and when I say they're too busy, I don't mean they're taking care of their kids or running errands and stuff like that. I mean people are too busy waiting for permission, waiting for perfection. They're too busy trying to get everything organized. They're too busy editing themselves. They're too busy reading Twitter feeds. I mean people – just make a list of 20 things that are a waste of time and then stop doing them. I mean that's the easiest thing I could tell you because it's not a lack of, like I said, it's not the idea, it's the I did. So if execution is a process of elimination, think about things you might be able to delete and that way you kind of work backwards and you sort of reverse engineer it and when your desk is cleaner, when your schedule is trimmer, then creating is just easier.

Avish: Right, so I have a really – I'll call it a stupid question, but it's one I know that I have and other people will have, so I see it as two sides to the coin here when it comes to elimination. One is first is people who just aren't aware of how much time they're wasting, how much time they're spending on Twitter, Facebook, watching TV, blah, blah, blah.

Scott: Right.

Avish: The second step is once you're aware, like I personally on many days, I still find it hard to turn those distractions off. As much as I intellectually know, well, if I just stop Twittering, Facebooking, surfing, reading my websites, I would greatly increase my creative productivity, there's still that little voice or as Steven Prescott calls it that resistance, do you have any advice for people who know what they should be doing and yet they can't seem to get themselves to shut off the distractions gate?

Scott: No, I don't.

Avish: No?

Scott: No, because there's nothing I can do about that. It's that like the big dilemma of the human experience? We know what to do, but we just don't do it. I don't know. I do it too and there's no answer for that. I'm sure there's software you can buy that shuts down your computer. I'm sure Stephen Covey has some very helpful 7-step system that will help you remove distractions.

Okay, here, think of it this way. Instead of answering the question because I don't have one, let me just tell you a very quick story. So Laura Stack, who we both know and love, she did a time management seminar and that's her thing. She's good. She's the best, man.

Avish: Well, I think you cut out there for a second, so I missed you after you said Laura Stack, who we all know and love.

Scott: Excuse me, so she did a time management seminar in St. Louis that I went to, okay?

Avish: Okay, got it.

Scott: It was three hours, so if you haven't already picked up on the irony, a 3-hour time management seminar. And I went to it. A, I went to it because she's my friend. B, I wanted to see her work because I like to watch my friends do what they do and C, I was just – I'd never been to a time management seminar. I'm like, "I want to experiment with this."

So I paid \$60 for three hours and her seminar was fantastic. It was one of the best time management seminars that I've ever heard of and I've only been to one, but it was the coolest thing ever. Here's why, because instead of paying attention, I finished my next book.

Avish: Were you sitting there writing away while she was giving her seminar?

Scott: Yeah, so it worked. She's doing a seminar on time management and so I listened to her. I managed my time by spending those three hours listening to myself, writing what needed to be written, and when it was done, I said, "Laura, that was so worth my time. Thank you, thank you, thank you." It's not a disrespect to her because she did a great job. She inspired me to manage my time, so I did.

Avish: Right, so it sounds like to a degree, it's almost kind of doing whatever it takes. I mean different people are going to have different strategies, right? You're a big proponent. I've your writing on commitment and discipline, which are two things you value to a great degree.

Scott: Yeah, commitment is part of my constitution as a human being. It's who I am and yeah, everyone has an excuse for time management and there's nothing I can do that is ever going to help someone manage their time ever, so if you go back to the first thing we talked about, remember the list, the three lists?

Avish: Yeah.

Scott: Here's what I've learned. I don't care how busy you are, I don't care how much stuff you have going on in your life. If you have 101 reasons why it's important to you, you'll do it. The end.

Avish: So it all kind of comes back to the beginning, which is figuring out who you are and what you do and why you do it makes a lot of this stuff happen.

Scott: It does. Knowing who you are makes decisions easier. I'm writing that down. That was good.

Avish: See, that's a lesson for everyone listening to this is – because I remember one of the most visual memories I have of you, one of the first times I met you was at a Speaker's Association Conference and you were – you had this mole skin notebook you carried around with you everywhere you went. A bunch of times I remember standing next to you and someone would say something, you'd just pull it out and write it down, whether it was something they said or an idea that they gave you, something that popped into your head, but you were just writing constantly, taking notes, and writing stuff down.

Scott: Correct. That's what I do and it's also how I listen. That's how I metabolize the world and that's how I show respect to people that their words have weight. It's not just the writing part of it, but yeah, I'm a ninja. I grew up watching ninja movies. I think ninjas are some of the most important people in the world and I learned about how ninjas work. Ninjas work in a way that promotes invisibility. Ninjas are so fast and so quick and so ruthless that – like a ninja will decapitate you and before you even realize that your head is about to fall off, the ninja will already be down the street sipping green tea and your head's still on.

It's like you know in the ninja movies when they decapitate you and there's that split second where you're still alive, but then the head slides off the neck and you die?

Avish: Yeah, you don't even realize you're dead.

Scott: Yeah, so that's me. When someone says something, I will document it so quickly, either internally or I'll physically write it down. I will get it so fast before anyone even realizes it and sort of my metaphor is I will turn a seed into a forest before the rest of the world realizes it's raining.

Avish: Wow! I like that metaphor. That's great and something we all can learn from, which kind of brings me to the next section I wanted to talk about and we are kind of coming close to the end of the hour here, but is really the application phase, because so far we've been talking about creating, writing, doing Morning Pages, doing these lists, which is all very, very important, but once you've got these ideas out, what do you do with them? How do we apply our creativity?

Scott: I don't know.

Avish: It's kind of a broad question. I'm not sure if I was clear, but I know one thing we talked about before, you talked about execution and right there you said you will plant the seed and grow a forest while other people don't even know it's raining. How important is the application piece when it comes to creativity?

Scott: It's the only thing that's important because if it's just an idea, it doesn't do you any good. The question is what do you turn it into? The question is now that I have this, what else does this make possible? It's all about the leverage and it's about the ability to look at an idea and to imagine what it could become.

See, I don't plan. I don't have a map. I never know where I'm going. I get lost every day of my life. I rarely know how to do anything. I'm serious. I'm not being flippant like when I wrote my first book, I didn't know how to write a book. Started a website, I didn't know how to do that. Started doing interviews, I don't know how to do that. I never have known how to do anything and I think that what happens is that we get stopped by not knowing how. I know that people on this call right now, they took the time to listen and they paid their money to do it and they were hoping for a plan. I don't have one. I have no idea how people can do stuff.

As you've heard today, talking about lists and about commitment, about constitution, I'm a why guy. I am all about why and the reason is because I find that if we have a strong enough why, if we have a higher volume of why, then the how will come. We'll figure it out. We'll do it.

I mean at this point, if people are hearing all this stuff and they're like waiting for my 7-step system, I have nothing. I mean my books are written as devotionals because again, I'm Johnny Commitment, so if you read my books, it's not a plan. It's 366 days of one little thing every single day. That's what it is. That's the consistency. That's the commitment and it's those inches that build up.

I do little stuff every single day and it becomes big stuff, but yeah, man, that's my plan. I wrote a blog post a couple years ago that nobody – like three people got it, but everyone was like,
“Well, I don't understand. What is this? This makes no sense. This is stupid.”
The title of the blog post was The Most Important Word in Creativity and I'm

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imagining you'll find it somewhere and I don't know where it is. But yeah, the title of the blog post was The Most Important Word in Creativity and then the entire blog post, I wrote the word every day and I just cut and pasted it 200 times. I was trying to be clever and I don't think it worked very well, but it was like, yeah, just every day, every day, every day and that's it. That was it and then at the end it said, "Any questions?"

Then I get all these e-mails and it's like, "Wait, I don't understand. So what's the plan? What do I do?" I'm like, "No, you did not – sir, you didn't get it." Every day, just get a piece of poster board and write the word every day on it and just hang it on the wall and there it is. Other than that, I've got nothing.

Avish: Well, it's funny, right? As you know, my background is in improvisation, improv comedy, and one thing you learn there is two things. Number one, you obviously can't have a plan. The people who fail miserably at improv are the ones who begin an improvised scene with a plan in mind as to where the scene will go. They always suck and they're hard to work with, but the other thing you learn in improv is that you just take a step. You do the first sentence in a scene or you take the first line of a story without necessarily knowing where the rest of its going to go. With each line and each step, opens the door to the next one and the best improvisers are the ones who take that first step or say that first line, trusting their creative process that my creativity is going to give me the next line as I progress. That sounds like you're kind of saying something similar in terms of your lack of planning.

Scott: The only thing harder than trusting the process is trusting yourself, but they both pay off.

Avish: Yeah. It's a great line, absolutely. So I appreciate the fact that you don't have a plan, in fact, one thing that frustrates me is that I think using someone else's plan can work. If you happen to have already the matching psychology, work habits, background, strengths and weaknesses, then someone else's plan will work for you. But that's why there are so many different diets out there because everyone finds a diet without really thinking about what's going to work for me. They just follow someone else's plan, then they die off.

So I think as annoyed as people may be that you're not giving a step-by-step system, in the long run, you're giving them the best system, which is to use this process to figure out what's going to work for themselves the best.

Scott: Yeah, in the words of Jack Nicholson, "Don't you be like me."

Avish: I like it. I like it. Let me kind of – we're coming to a close here, but let's say someone's, maybe I'm just looking for a little motivation here, but let's just say that you've been doing some of this stuff and you've got these ideas forming

and now you're thinking, "Yeah, I'm getting this inkling that this is what I want to do." There are two questions I have. I want to get your opinion on these.

Number one is: Big goals versus small goals, sometimes people are taught to dream as big as you possibly can and then sometimes we're told to be realistic. I was wondering where you fall on that spectrum.

Scott: Yeah, I try to do both. I think it's important. I think it's important to dream big, to expand our mind and to remind ourselves what it was like when we were 12 years old and yeah. Do you know who Mitch Matthews is?

Avish: I don't know.

Scott: He's a cool guy. He'd be a good guy to get on this seminar. He does – it's called the Big Dream Gathering and essentially just has you write down the biggest possible dream ever and you write it on a piece of paper and you put it on the wall, then everybody else adds to it. There's call this guy. Do this. Go here. I'm like, "Oh, cool." It's neat and he's all about the big stuff like that. I met him last week at this thing, this Big Dream Gathering. I wrote down the biggest one I possibly had. I said, "I want a one-man show on Broadway."

Avish: Nice.

Scott: That's what I want. That's, I mean professionally, at least, that's what I want. That's the biggest thing I can – and I'm sure there's bigger things I could think of, but right now I'm like, "Dude, that's huge. That's bigger than I ever dreamed." And you have to give yourself permission.

At the same time, you also have got to have those microdreams, those – that vision board stuff, the stuff that you – not physically stuff, but the things that you want to have and do and be and yeah, man, I mean, do them both. But I also think that there's this misconception that you share your dreams and then tell the world what all your dreams are and kind of the alchemist, people will conspire. The universe will conspire on your behalf to help you get what you want.

I fully agree with that. I believe in sharing your dreams. I believe in telling them. I also believe in making sure you have the right audience because if you watch the *Pursuit of Happyness* with Will Smith. It was a great scene when he's talking to his kid, his actual kid, who's also the character in the movie and he says, "You have to protect your dream. There are people that don't like when you dream. There are people that want to steal it from you. There are people who want to shoot it down. There are people who are jealous because they don't have the balls to dream themselves."

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You need to protect your dreams from these vultures because their purpose, whether or not they realize it is to kick it out of you. So write your dreams down. Make them as big as you possibly can. Have fun with it. Be ridiculous and make them the, whatever, the BHAG, the Big, Hairy, Audacious Goal. But also, do those little ones like my dream is to get five new clients by the end of the week. Fine, do them both. Write them down. Share them with the people who matter and protect the hell out of them because if we don't have the dreams, then I don't know what else we have.

Avish: Great. So one more question on a similar topic before we kind of move into the wrap up here and summary. Sometimes we're taught or I believe this and it took me a while to figure this out and I don't know where you fall in this, where your opinion is on this, but that we're supposed to find one thing that in a very strict form, it's like you go to school so you can get your degree in a certain field and you can work in that field, so you find your one thing.

Some people, when they do this process, find that one thing. Some people, however, feel pulled in two directions or three directions or five directions, like, "I really want to do this, but I also really want to do this, but I also really want to do this." If someone comes to you with that feeling, what is your advice to them? Do you think it's really critical to focus on one thing or do you think it's empowering to focus on multiple things?

Scott: Steve Jobs, God rest his soul, taught us a lot about focus and I think focus is a freedom device. Focus is the smartest thing we can do. We've got to pick a lane, man. But at the same time, though, when you're in Atlanta and you're on that 14-lane highway and there's traffic at 8PM on a Tuesday night and you want to kill yourself, you've got to pick a lane, but that doesn't mean you've got to stay there forever. I mean it's like you pick a lane and then, "Oh no! There are a hundred cars over here, but that other one has got nothing. I want to switch lanes." Then you get over there, then all the cars build up. It's like *Office Space*.

I think we should pick a lane. I think we should focus, especially in the beginning, focus is the best thing we could do. But I also think like we talked about earlier, no labels, no limits. I've been wearing a nametag now for 4,000 years and – 4,000 years – 4,000 days.

Avish: 4,000 days.

Scott: I know. God, that'd be a long ass time, man.

Avish: There's that marketing propaganda we hear about.

Scott: Yeah, yeah. So wearing a nametag has kicked open a lot of professional doors, writing, publishing, speaking, performing, hosting, teaching, leading,

volunteering, travelling, branding, consulting, all of that stuff came from a sticker. Over the years now, the more roles that I've started to undertake, kind of more plates that I sort of just spin, it's starting to become a lot more clear as human beings we are not supposed to be one thing in life.

I think it was Emerson or one of them smart guys said, "We need to make use of everything that we are." I fully believe that. I practice that. Forget about belief. I practice that. We're not supposed to be one thing. We have to listen to what the world is telling us. We have to diversify our identity and open ourselves to becoming something more.

I got an e-mail, I'll never forget, years ago. This guy said, "Dear Scott. Love the nametag thing. I hope you keep it up. Just remember what identifies you doesn't define you." So one of the goals of every creative professional is we've got to learn to live larger than our labels.

Avish: Was that a great line? Live larger than our labels. Yeah, that was great. One thing I find as a creative professional is, like you said, kind of focus – I'm realizing my focus needs to be on creating, like you said, and for me that could be writing blog posts. It could be writing speeches. It could be writing books. It could also be writing fiction. It could be writing or creating standup jokes, so for me, it feels like it's all from the same place and my focus is creating the application where it goes tends to lead to different places, though.

Scott: Yeah, it's like where it goes, nobody knows.

Avish: Yeah. Well, great. Well, in just a second here, Scott, I'm going to ask you for any final thoughts. Let me thank you very much for the terrific content you've given us. This is a perfect way to start this series off. When I came up with this idea and this topic, you were the first person I thought of, so thank you very much for agreeing to do it and sharing your knowledge and information.

For people listening, we're here with Scott Ginsberg. Type in nametag in Google and you will get, I'm assuming, multiple results will come up all pointing you to Scott. Scott is a writer, an author, a speaker, a consultant, just pretty much a brilliant guy. You can rent his brain. You can buy his books. You can hire him as a speaker, and if nothing else, type in nametag, go to his blog, and just read the incredible content he puts up there every single day to keep the learning going for yourself.

For people who are on the paid version, you will get the recording of this probably in about a day or two sent to you or you'll get a link to it. For people on the free version who you know you want to listen again to this content and get the transcription, you can sign up for the paid version. Just go to smartasssuccessteleseminar.com. Join the paid group. You'll get the recording and the transcriptions and the bonuses.

Thank you once again. Scott, how about sharing any final thoughts you have on our wonderful topic here of creativity.

Scott: One word: Jump.

Avish: I like it. That's all you need to say. Thank you again, Scott. Thank you, everyone and we'll see you next week when we have Bill O'Hanlon talking about how to get what you want and get out of your way psychologically and prepare yourself for success, so thank you, Scott. Thank you, everyone and we'll see you next week.