

# THE CREATIVE PROCESS TYPES:



# THE DREAMING PROCESS WORKBOOK

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# HOW TO USE THIS GUIDE

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***Hello + welcome to the Creative Process + Marketing Guidebook for the Dreaming Process.***

The quiz is meant to reflect how you approach creating things and what your purpose behind doing so is.

***From there, you received your primary process type, you read the process type guidebook, and you opened this workbook:***

- This guide provides you tips regarding creativity and marketing for your creative process type.
- Use this guide to reflect over what your creative process looks like in the day to day activities you are currently doing. *Where is creativity showing up? Where are you feeling supported in your strategies? Where do you need more support?*
- Utilize the information from the guidebook and this workbook to create a new strategy, plan, or content idea for your marketing incorporating your creative process type! *How can you integrate what you know about your process into your marketing?*

This workbook is the second installation of information for your process type. This workbook is meant to be an expansion of the first process guide.

***Take what resonates, and leave the rest.***

# CREATING TIPS

**Below you will find some activities that will help you lean into your creative process and help you create in ways that are fun and relaxing.**

- Video Games or other super interactive game types are good for you and help you lean into the fantasy world.
- Painting or drawing or knitting or anything that allows you to master an object play style is helpful for you to lean into fun.
- Going on adventures outside is good for you too or really any adventure at all where you don't know what you will find.
- Read or write for fun in a genre you enjoyed when you were a kid/teen!
- Building with your hands using legos, sand, clay, etc will help you bring out your creativity and ability to have fun.
- Finding ways to incorporate your fantasy world into your real life is going to be beneficial, like putting playful objects around your house and space that make you feel like you are living in the world in your dreams. Keeping something playful in my car to hang from my mirror, keeping a fun thing on your desk, fun things in your living room, etc. Make your space one from your fantasy!
- Building a fairy garden outside or in your home is helpful to bring in the playful and fun energy of your spirit!

# CREATIVITY

What is something that you enjoy about your creative process?

What is something that you want to try with your process?

What creative elements are already a part of your life? Where do you need to give more credit to your creativity?

How does your creative process show up for you?

# STRATEGY TIPS

**Below you will find some activities that will help you lean your creative process for your business and strategies.**

- Your audience is going to feed off of your lively energy and gentle spirit. Share all aspects of fun and creativity for you on your stories and create highlights so people can find ways to immerse themselves in your energy and find inspiration.
- Taking your audience along on adventures where there is the possibility for the element of surprise is important! People will begin to lean into their own energy if they are shown it is safe to be surprised.
- Creating materials that embody your creativity and light, warm spirit will be important for selling your offers. Your audience will feel the energy from.
- Utilizing the element of surprise when you are promoting and selling will help you get excited about the offer! That energy will help carry you through your launch.
- Ask yourself how you can incorporate a fantasy narrative into the work you do? Is it through visuals? Storytelling? The journey of the transformation you provide?
- How can you incorporate that building energy into the time you are working on your business? How can you think of each task as a project and shift your mindset to one that sees each project as a building block?

# STRATEGY

How can you incorporate your energy into your strategy or design?

How can you utilize the element of surprise when marketing your offers?

How can you create a build up in energy for your marketing + offers?  
What pieces go into building that energy?

How do you want your strategy/marketing/business to feel? How is this reflected in your process?



☆  
☆ **THE CREATIVE'S** ☆  
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the community for low-energy  
entrepreneurs

# C O N N E C T W I T H U S

Thank you for downloading this guidebook and spending some time with your creative process and your strategy!

This workbook was a collaboration between myself, Meg Garcia-Jahrman, and Kendall Barger, *my biz bestie + co-founder!*

This resource has been a labor of love that has been over two years in the making.

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Join our Mighty Network community for low energy creatives + entrepreneurs called The Creative's Space + Community.

with love,

*meg + kendall*