

A photograph of a strawberry plant with green leaves and a small yellow flower growing out of a clear glass lightbulb. The lightbulb is inverted, with the plant's roots in the dark soil at the base. The background is white.

THE CREATIVE
PROCESS TYPES:

THE
INNOVATION
PROCESS

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HOW TO USE THIS GUIDE

Hello + welcome to the Creative Process + Marketing Guidebook for the Innovation 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.

- Getting your body moving and testing your physical capabilities is going to excite you and be fun for you! Taking fitness classes, signing up for races, trying new physical activities, are all great ways for you to connect with fun and play.
- Allowing yourself to do things without an agenda is going to be helpful for you to lean into fun and play! Travel to a new city for the day, go to a new park, allow yourself to have fun without an agenda and explore and feed your need for discovery.
- Take on different roles and try new things! Like volunteering/shadowing a position you think you may like, taking on extra responsibility at home or work, anything that allows you to step into a new role and move through it, so you can determine if it is something you would like to continue.
- Finding ways to incorporate your free-spirited and playful energy into your time alone is going to help you be more secure in what is truly fun for you. You can feed off of the energy of others when you are going out to have fun, so incorporating extra fun and free energy into your alone time will help you lean into your fun style the most.
- You are able to thrive in any situation but that doesn't mean you have to! You're ability to continuously be outgoing, charming, and FUN can be draining, truly leaning into fun is going to be knowing when you also need to rest.

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.

- You are not afraid to have a polarizing opinion and this can be so useful in your business! Don't be afraid to speak your truth and take a stance, it will be that out-going energy that makes you magnetizing.
- Utilizing your playful and charming energy through video is going to help your audience get a feel for who you are and help them relate to you! Video is going to be a strong suit for you, and really utilizing that natural talent will be important for your business.
- Taking your community on the adventures you go on is a great way to help inspire both you and your community to find joy in the unexpected. Your ability to make things fun and envelope your audience in that energy is going to be helpful for your strategy.
- You are not afraid to be bold! Having a bold marketing strategy (posting, graphic design, writing style, brand statement, etc) is going to help accentuate exactly what makes you unique.
- Making sure that you are filling up your own cup everyday is going to be the BEST business strategy for you because you will be able to draw from that energy throughout the day. Just because you are out-going and bold doesn't mean you can continuously run on that energy without filling up your own cup.

STRATEGY

How can you utilize more video or time sensitive content like stories in your strategy?

How can you show people the process of your problem solving? How can you share the behind the scenes of your process?

How can you incorporate bold aspects to your strategy? Where can you meet an edge with your strategy?

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



☆ ☆
★ **THE CREATIVE'S** ★
☆ **SPACE** ☆

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.

You can contact me at establissco@meganjgarcia.com

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

with love,

meg + kendall