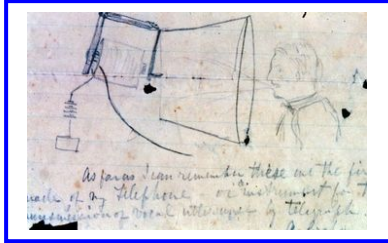


## Birth of an Idea is Sacred

All ideas start out vulnerable. They are as fragile as the proverbial sketch on the back of a napkin. In their infancy all ideas will meet 3



people who want to banish your idea to the wastebasket. I will tell you how to deal with the first of them here, and encourage you to read my chapter for a more robust explanation, and how to deal with the other two.

The first person your idea has to get past is the "Uncertain You." Your own self doubt and habits are difficult to get past, especially when considering something new. The most simple and powerful thing you can do is to change the question that runs through your mind.

We typically ask "Can I \_\_\_\_ a \_\_\_\_?"

For me it was "Can I write a book?" The form of this question is a defense mechanism for our fear of embarrassment in that it easily allows us to answer it with a "No." Instead, change that self-question to:



"If I were to \_\_\_\_ a \_\_\_\_, what would it look like?"

As soon as you do this you issue a challenge to your curiosity. What would it look like? The only way to answer that is to find out. And it still allows a measure of safety because if you don't like it you can toss it out. But this prompts you to create your version, and allows you to postpone your own judgment until your idea has come to fruition! Try this and I assure you that your creative output will increase in scope and scale.