

# UNLOCK CREATIVITY

Access your creative  
superpowers to envision,  
design and build a lifestyle  
and livelihood you love.



brooke estlin

[WWW.CREATIVEAMPLIFIER.COM](http://WWW.CREATIVEAMPLIFIER.COM)

**WELCOME. YOU'RE IN  
THE RIGHT PLACE.**

## **Creativity is your superpower.**

So many of us have lost touch with our creative selves. Something happens in between the time that we're children and we're adults that we disconnect from this important part of our identity. It breaks my heart when somebody says "I'm not creative" or "I'm not a creative person" because what they're really saying is likely that they don't have artistic skills. If you think about what creativity really means, you can understand that the arts is just one possible expression of creativity. It is not the definition.

In today's class we are going to reclaim our creative selves. By understanding the 4 steps of the creative process and how you can flow through each one, you'll be able to add creativity to your life in ways you never imagined.

We are what we chose to do each day. If you want to create change and a sense of well-being in your life, then creativity is your secret superpower. I've developed a creative process to help walk you through how to activate your creativity and use it like a super food to nourish all aspects of your life, especially your health, your work and your relationships.

Learn how to use it and you'll be unstoppable.

# Hi, I'm Brooke

## CREATIVE AMPLIFIER

Whether working with clients, creating a new art collection, or teaching classes, **creativity is at the core of everything I do.**

I've worked on marketing plans with small nonprofits in the mountains of Nepal and wetlands of Cambodia; disease surveillance technology projects with Google; hackathons at Facebook; 1:1 interviews with Fortune 500 CEOs at Singularity University; spoken at leading universities in Asia, Europe and the US; coached dozens of TED Talk speakers; appeared in award winning documentaries; had solo art exhibitions in the US and Europe, and serve as an advisor to multiple companies.

After leaving Silicon Valley and moving to the south of Spain, I became a certified Integrative Health and Therapeutic Art Coach

in order to help people heal themselves and create more fulfilling lives.

Regardless if you want to build a more resilient career, develop a healthier lifestyle or a bit of both, I here to help you unlock your own creativity to turn your dream into your reality.

*past clients + collaborators include*



## WHAT YOU'LL NEED

*water*  
*pen*  
*paper*

**1**

Get a big, tall fresh glass of water. The goal is to drink the whole glass of water before this class is over. You want to use it as a catalyst to nourish your body, to hydrate yourself and to really honor your physical needs.

**2**

Find yourself a piece of paper and a pen or a pencil. If you want to get more creative and bring out colored pencils or paints, go for it. But for today, a piece of paper and a pen will work just fine.

## MEDITATION

# let's drop in

**In order to get really grounded  
and present, we need to drop in.**

You will likely have dozens of tabs open on your computer. Your phone or tablet is probably blinking at you nearby, and you're probably in an environment with lots of things that can capture your attention. With so many of us trapped in our homes and unable to access nature, sometimes we have to do the digital version.

**Take a moment to pause and  
watch this visual meditation.**

In this short 3-minute video, you'll be guided through various nature scenes and sounds. The purpose is to get present, to ground in your body, to focus on your breathing. We're going to try to do a 4x4 breath with inhaling for four seconds and then exhaling for four seconds. It's a simple four seconds in, four seconds out. Some people find it helpful to visualize that you're making a square. Having a visual to ground into is really helpful. Take a moment to pause and watch this visual meditation.



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## UNDERSTAND

# what is creativity?

**Creativity is the ability to rise above traditional ideas, patterns, and relationships in order to develop something new and meaningful.**

Let's start from the very beginning. When we talk about creativity, what are we even talking about? What does creativity mean, and why is it even important?

People have this idea that being creative and being artistic are somehow the same thing, they are not. This is one of the myths that I hope to dispel during this class. Creativity has nothing to do with art, it just happens to be one expression of it. You can get creative in an infinite number of ways, and very few of them need to relate to anything traditionally artistic. You can get creative in the kitchen, you can get creative in your business and you can get even creative in the bedroom. Right?!

Creativity is a tool to help you consider alternative perspectives, experiment with new ideas and better deal with uncertainty and challenges. We really need our creativity right now and it's my commitment to help you develop a stronger connection to your creative self and tap into your creative powers, so that you can activate your health, your career, and your relationships.

**Think about this, everything that you can see was created by somebody.** Look around your home, look at your computer, look around your space, everything that you can see was created from an idea and the commitment, creativity, and grit to actually make it real.

## UNDERSTAND

# what is wellness?

**Wellness is an approach to healing, growing and fulfillment of a whole person in a multi-dimensional way.**

The way I approach wellness is through an integrative perspective that encompasses the physical, emotional, spiritual, intellectual, environmental, financial, occupational and social aspects that allow you to thrive.

This graphic on the following page is called the circle of life. It has 12 key areas of independent, yet deeply interconnected areas of your life.

Using this visual tool can be incredibly helpful in being able to identify which areas of your life you're really excelling and which areas of your life you need to pay a little bit more attention and maybe even add a bit of creativity to.



# INTEGRATIVE HEALTH CIRCLE OF LIFE

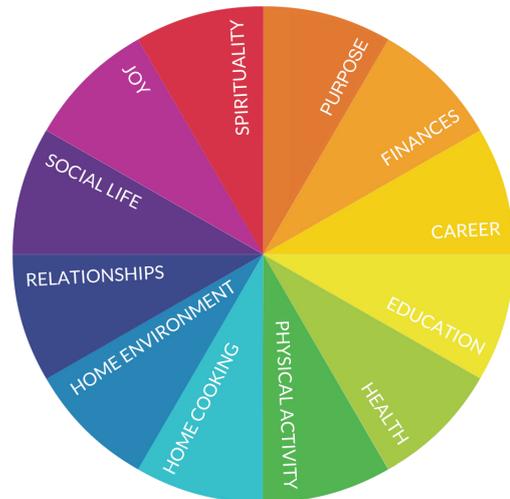
## activity

Read through the Circle of life visual below and see what comes up for you in these different areas of your life.

Next, place dots that indicate how satisfied or dissatisfied you're feeling about this area of your life. A dot toward the center indicates a low score, and a dot toward the periphery indicates a high score. For example, if your social life is abundant, place a dot on the line somewhere toward the outside of the circle. The closer the dot is to the outer edge of the circle, the more confident and satisfied you are with this area of your life.

Once you've gone ahead and placed your dots, go ahead and draw a line connecting them and it's going to reveal a shape. What you're going to see is that some areas of your life are sunken in. They need some love, they need some attention and they need some creative energy.

You can find your full size circle of life on the next page.



# INTEGRATIVE HEALTH CIRCLE OF LIFE



# INTEGRATIVE HEALTH

## CIRCLE OF LIFE

### activity

As part of your creative practice, I encourage you to write this down with your hands on a piece of paper. There's a very different reaction in your body when you're typing, as opposed to when you're actually writing. So allow your body the change of pace, slow it down and really reflect thoughtfully, as you express your ideas in the written form.

#### **Can you remember a time in your life when you felt creatively alive?**

*What did you create and how did it feel to create it? Write as much as you can remember below or you in a separate journal.*

#### **What is your current relationship to your creativity?**

*Are you feeling like you can often find your flow or are you struggling to maintain any of your creative practices?*

# INTEGRATIVE HEALTH

## CIRCLE OF LIFE

### **What does creativity mean to you?**

*What value does it have and where does it show up in your current life? How do you feel about it?*

### **What would having a more creative life mean to you?**

*How do you think you will benefit or change from having more creativity in your day-to-day life? What are you longing for?*

### **What are you longing for?**

*What feels missing from your life and what are the underlying feelings, beliefs and stories you tell yourself that prevent you from getting it?*

## UNDERSTAND

# *the creative process*

**The creative process can be broken down into four distinct processes, all with their own unique needs.**





## **STAGE 1: CURIOSITY**

The first is the most fun, the lowest stakes and the most fun. It's getting curious. It's filling your mind with new information, new experiences, cultivating novelty in your life and allowing your mind, your body, your energetic field, to fill up with different sources of inspiration.

Go wide in this stage. This is an opportunity to diverge. Allow your thinking to be divergent. Listen to podcasts, see a documentary, be in nature, invest in your relationships. Really try to bring as much energy and activity as possible, to satisfying your curiosity.

Think about something you would like to know more about. Something that has always piqued your interest or even something new that came across your feed or your field of vision, that you felt a feeling of curiosity around.

The best way to feed your curiosity is to indulge in novel experiences, bring novelty into your life, bring a sense of newness and freshness. The purpose of this activity is to help you get into a state of novelty. It also allows you to start thinking about creativity within a constrained environment, and the best and most important time to use creativity is when there are constraints.

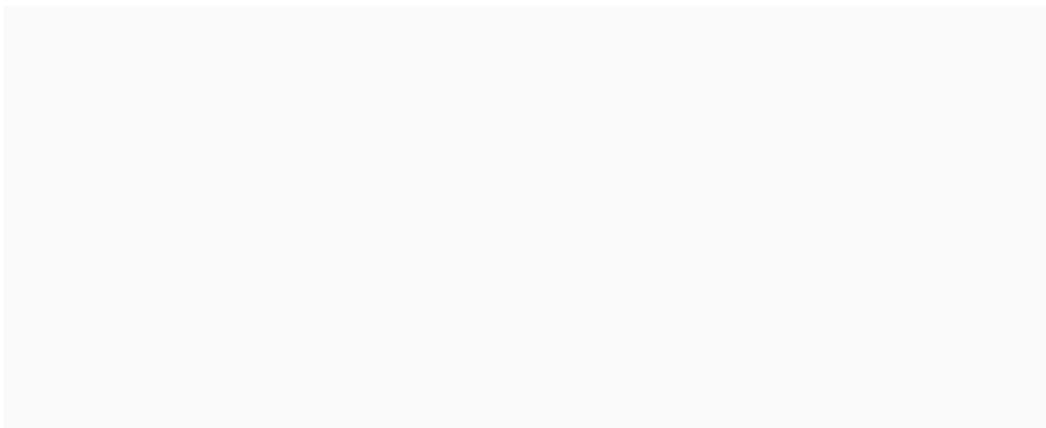
## **STAGE 1:**

# **CURIOSITY EXERCISES**

Look around your physical environment right now. Find five things that spark your curiosity. Write down things you can explore or new experiences you can have.



**What are 5 curious explorations you can do - starting today?**





## **STAGE 2: INCUBATION**

This is all about letting the curiosity phase soak in. Let it percolate. We've all been there having our minds full of information, and then we take a shower, go for a swim, exercise, go for a walk or we do something that does not require a whole lot of cognitive capacity and suddenly we start making those connections. The picture starts to become more clear. You go from this blurry kind of vague feeling to having a bit more clarity.

In order to create an environment where that's possible, you need to allow your mind to rest, take a nap, take a bath. Give yourself space. One of the things that I really recommend here is to schedule time for boredom, get bored, throw your devices away for a few hours, put away your computer, put away all of the things that give you constant feedback and stimulation and allow yourself to just be bored.

What happens here is that your mind starts to wander. Your mind will entertain itself. You will survive boredom, I promise you and the benefit of this is that you actually get to tap into your mind and what goes on there without influence or distraction from all your various devices and people demanding your attention, allow yourself to be bored.

## STAGE 2:

# INCUBATION EXERCISES

### 1 Schedule Time for Boredom

Get out your calendar right now and choose an hour at some point during this week where you will create an environment for you to be bored in.

How can you do this? First, is to put your phone and all other electronic devices away. In order to get bored, you need to remove distractions. Make a plan to go sit in your favorite spot in your home, garden or park. Just sit down and observe. Don't bring anything with you that could occupy your mind. And give yourself that period of time to let your mind wander and find ways to creatively entertain yourself. You'll be amazed at your own experience.

### 2 Make Ephemeral Art

One of my favorite ways to experience this incubation stage is to make ephemeral art- art that is temporary and designed to disappear. This therapeutic art technique keeps the focus on the present act of creation, not an attachment to an outcome. Tibetan Buddhist monks are famous for their painstakingly detailed sand creations. They use a variety of different colored sand to create these incredibly detailed mosaics and works of highly skilled art. Then they ceremoniously destroy it. It is an incredibly powerful exercise to allow yourself to do something, to make something and be completely detached from the outcome. In modern times, maybe this looks more like graffiti. Maybe it's making ephemeral art in nature.





## **STAGE 3: ILLUMINATION**

This is the 'aha' moment; this is your 'eureka' moment.

This is what happens when you allow yourself to be filled with new information, new experiences; you've injected novelty into your life and then you've also given yourself the space to be bored, to let your mind wander and create ephemeral art that keeps you completely in the present. When you do all of this, naturally the ideas percolate and start forming connections on the way down.

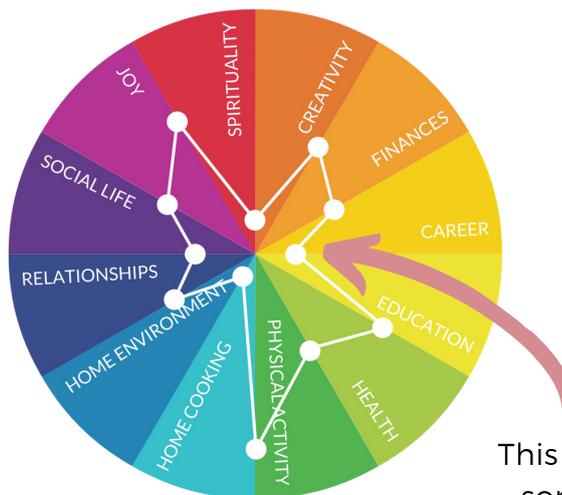
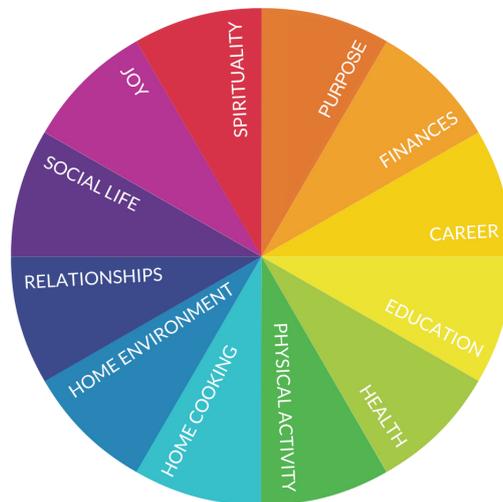
Then you have your illumination moment.

## STAGE 3:

# ILLUMINATION EXERCISES

### CIRCLE OF LIFE CHECK-IN

Go back to your circle of life, see which areas need the most attention. Write it down in the center of the following page.



This clearly needs some love and attention!

# MINDMAP

Start creating a mind map of ideas of how you can bring in more play, more curiosity, more experimentation and more enthusiasm into this area of your life.



## **STAGE 4: IMPLEMENTATION**

This is where your ideas come to life and actually see the light of day. This is when you get out of your head and you start actually creating. This is where you bring it to life.

Whether it's an artistic creation like a painting or piece of music or it's a lifestyle change like implementing a morning practice or taking a class, this is where the rubber meets the road.

This stage is experimental. There is bound to be a lot of trial and error. Let yourself experiment as you find your way. It's all part of the process!

## STAGE 4:

## IMPLEMENTATION EXERCISES

### MAKE 3 MICRO-COMMITMENTS

What can you do today to bring in more creativity, more energy, more inspiration, more enthusiasm into your life? What are some small micro-commitments that you make to get you started?

*Maybe it's taking a class or going for a walk. Maybe it's treating yourself to something you've been wanting to do for quite some time. Maybe it's watching a documentary or doodling. Maybe it's buying some art supplies online and envisioning a project. Maybe it's moving your body or writing a song. Maybe it's redecorating your home. Maybe it's buying plants and bringing more life into your space.*

## INSPIRATION

# shots of creativity

**To get your creative juices flowing and inspire action, the following pages are some inspirational resources and ideas to help you infuse creativity into your lifestyle and livelihood.**





## NATURE BATHING

The Japanese have a concept that loosely translates into English called nature bathing. This is something that doctors literally prescribe to their patients. Particularly patients who are suffering from anxiety, depression, burnout and overwhelmed. These Japanese doctors have them go to the forest and just be there.

It's a metaphor. They take a bath in the air, in the sounds, in the smells, in the peace that nature brings.

## EAT SEASONALLY

If you're struggling with diet and nutrition and maybe even struggling with your weight or some type of health aspect, you might want to consider a fun experiment of eating seasonally.

A really great easy way to do this is to go to your local farmer's market or subscribe to one of the many different services where farmers will bring a box of goods to you every week. It's a creative, healthy, and fun challenge that you can even engage your whole family in.





## HORMONE SUPPORT DIET

There has been quite a lot of research on the link between the food that you eat and the hormonal balance within your body. Certain foods are really, really great for regulating your hormones, and if your hormones are regulated, you're going to feel a lot better emotional space. You are likely to be less emotional and feel more in control over your life when your hormones are in balance. So look into hormonal diets, eating for hormones. This type of diet focuses on healthy digestion, stable sugar levels and a well-functioning liver.

## ADDITIONAL RESOURCES

- [The Myths and Realities of Hormonal Imbalance \(and why bio-individuality is key\).](#)
- [NY Times: This Woman Wants to Help Regulate Your Period With Food](#)
- [Hormones and Food: 4 foods to get rid of your symptoms in 4 weeks](#)





## PLAY WITH YOUR SENSES

Nothing drops you into the present moment, like being in touch with your senses. So maybe you want to explore redoing your physical space; the place where you spend the most time. What kind of elements can you introduce that will help create a deeper sense of well-being? Maybe you need to change the lighting, maybe you bring in different scents or smells. Maybe you move the furniture in a certain way, incorporating practices like feng shui.

Try to transform your physical space with lighting, scents, art and music...

## ART THERAPY

If you're feeling stifled in your relationships, and maybe there's some unprocessed trauma, you might want to consider getting an art therapist. Art can be an incredibly powerful way to help you tap into your subconscious and release intensely emotional experiences that have been unprocessed and cause you trouble in your life now.



# Well done!

## COMPLETION BONUS

**By taking this class you've unlocked a free 45-minute private coaching call.**

Thank you so much for spending this time with me. I hope that you are feeling inspired, activated and energized to be able to bring more creativity into your life as a tool to help you nourish a whole variety of different areas of your life.

If you enjoyed this class and you want to get more resources, more therapeutic art exercises and learn how to use creativity to supercharge and nourish a variety of different areas of your life, then be sure to book your free 45-minute coaching call.

My coaching style is a unique experience that blends integrative health coaching, therapeutic art and intentional life design, to create well-being and vibrancy across all aspects of your life.

Whether you need creativity for your work, health or relationship, personalized coaching can help you get the results you're looking for.

**BOOK CALL**

