



























LET IT SAV WHAT IT WANTS FOR 10 MINS
BUT ALL COMPARISONS ARE BANNED. IF IT
TRIES TELLING YOU,
"YOU'RE NOT AS GOOD AS.."
SHUT IT DOWN.

IT'S CALLED "IMPOSTER SYNDROME";
WHEN YOU FEEL A FRAUD.
"I DON'T DESERVE TO BE HERE" OR
"OTHERS ARE CLEVERER THAN ME"
ARE COMMON FEELINGS.

...REFUSE TO ACCEPT THE VOICE IF IT TRIES ANY COMPARISONS LIKE THESE, DESIGN A QUICK, NO-NONSENSE ANSWER THAT SHUTS YOUR CRITIC DOWN.





ALSO CHALLENGE YOUR CRITIC WITH A DEMAND.
"WELL, IF YOU THINK THAT, WHAT SHOULD I DO ABOUT IT? GOT ANY IDEAS?"

5. START
WORKING ON
SOMETHING NEW

...HOWEVER TELL YOUR CRITIC THAT YOU ARE JUST MESSING ABOUT.
THIS IS A TACTIC USED REGULARLY BY "CREATIVES" IN ADVERTISING AND MOVIE WRITING..

YOU SAY TO YOURSELF, "I'M JUST MESSING AROUND HERE, MAKING A FEW SKETCHES, OR WRITING A FEW WORDS. IT'S JUST A BIT OF FUN"









1.NAME YOUR CRITIC

2. LISTEN TO THEM

3. KILL ALL COMPARISONS

4. CHALLENGE YOUR CRITIC

5. START WORKING ON SOMETHING - "JUST FOR FUN"

6. INVITE THEM BACK



FINAL THOUGHTS..

- × Everyone has an inner critic you are not alone!
- As long as you can manage the negative thoughts, you'll do extremely well.
- Your teachers will have felt the same at some point, as will your peers, parents and family.
- Ask them how they have coped.
- × They might have some of their own tricks and tactics!