

book or some small cards with you. When you get an idea, write it down. A friend who travels a lot keeps a clipboard beside him so that he can write down an idea the instant it occurs to him. People with fertile, creative minds know a good idea may sprout any time, any place. Don't let ideas escape; else you destroy the fruits of your thinking. Fence them in.

2. Next, review your ideas. File these ideas in an active file. The file can be an elaborate cabinet, or it can be a desk drawer. A shoe box will do. But build a file and then examine your storehouse of ideas regularly. As you go over your ideas, some may, for very good reasons, have no value at all. Get rid of them. But so long as the idea has any promise, keep it.
3. Cultivate and fertilize your idea. Now make your idea grow. Think about it. Tie the idea to related ideas. Read anything you can find that is in any way akin to your idea. Investigate all angles. Then, when the time is ripe, put it to work for yourself, your job, your future.

When an architect gets an idea for a new building, he makes a preliminary drawing. When a creative advertising person gets an idea for a new TV commercial, he puts it into storyboard form, a series of drawings that suggest what the idea will look like in finished form. Writers with ideas prepare a first draft.

Note: Shape up the idea on paper. There are two excellent reasons for this. When the idea takes tangible form, you can literally look at it, see the loopholes, see what it needs in the way of