

Creativity VS Productivity

Digital writing is a balance of creativity and productivity.



Becoming a writer demands a restful, yet disciplined, lifestyle.

There's a reason ancient masters, spiritual teachers, legendary advertisers, and the world's top filmmakers seem to "do nothing" all day.

It's because your brain can't be creative in the constant state of narrow focus that the western world has been conditioned into.

The brain as a whole can manage 11 MILLION bits of information per second.

The conscious mind can process 10-50 bits of information per second.

Over the course of our lifetime, the conscious mind can process 86 billion bits of information.

Most people waste a majority of that information because their attention is SPLIT between:

- Thoughts about regretful past mistakes
- Thoughts about stressful future happenings
- Desires of hunger and entertainment to escape those thoughts
- An internal cry to break out of their conditioned way of living
- A list of mixed-priority tasks that need to be finished
- Open loops of tasks they were supposed to complete but forgot about

When this could be avoided entirely and used for creativity.

Spirituality plays a greater role in business than you would come to think.

You can tap into the creative (and chaotic) unconscious mind through open focus.

AKA **big picture thinking.**

You can tap into the productive (and ordered) conscious mind through deep focus.

There are 2 networks in our brain that we want to leverage here.



The Default Mode Network for creativity and the Task Positive Network for productivity.

Think of creativity like stars in the sky.

The stars are your experiences, the things you've registered in your consciousness.

When you zoom out and see the big picture, you can create almost any symbol imaginable.

That symbol's purpose is determined by the individual.

Think of productivity like bringing those dots into the real world, focusing on one at a time, and "connecting the stars" in a way that serves the message you are trying to get across.

Creativity, Brainstorming, & Deep Rest

There are many important aspects of writing:

- Idea generation
- Choosing a topic
- Brainstorming for that topic
- Outlining and drafting
- Editing and publishing

Creativity plays a role throughout all of this.

When the Default Mode Network is active in your brain, your subconscious solves complex and creative problems.

Like when an advertiser brainstorms 15 headline ideas, goes about his day, and the perfect headline idea pops into his brain when he is laying by the pool.

Or when a programmer can't find the "bug" in their code, struggles to solve the problem, gives up, and then the solution pops into their mind while they're on a walk outside.



You activate the default mode network when you are not focused on an external task.

This can happen when your focus shifts inward:

- Reading or listening to things that make you think big picture (like philosophy, spirituality, or the developmental interest you chose)
- Intense exercise that makes you zoom out and think if you want to keep doing this the rest of your life.
- Walking in nature with curiosity and wonder for the world
- Your favorite music, meditation, or laying out in the sun

Even having a drink or two with friends can get creative ideas flowing.

This will become much more practical as we implement the 2 Hour Content ecosystem.

For now, understand this process:

- Having an idea
- Dissecting it and brainstorming along with it
- Letting it sit while you rest and the DMN activates

Like magic, the "aha!" moment of excitement and passion will hit you.

The perfect idea will pop into your mind and you will need to have your phone ready to capture that idea.

This is powerful when paired with intention.

That is, knowing that you can turn any idea into a tweet, post, or add it to your newsletter outline.

Creativity is about connection.

Productivity is about clarity.

When the default mode network is active, that is when the creative “connection” of ideas occurs.

Insight: Brainstorm & Let It Simmer

When we outline our first piece of writing, you will do it a week in advance.

As you go about your week, you will be writing the post spaced out during the week.

This gives you time to rest, consume related information, and come up with a unique perspective that will separate you from other writers online.

Productivity, Organizing, & Deep Work

Most people hear “writing” and think that you just sit down and write for a long time.

Wrong.

Most of your “writing” will take place in the idea generation and outline sections.

When it comes time to write, you:

- Sit down with intention
- Block out any and all distractions
- Write in short bursts of intensity
- Organize and edit

This is where the Task Positive Network comes into play.

By the way, I am not big into psychology. I haven't researched this much, but I've experienced this phenomenon.

Deep work is best done in a structured and organized fashion.

When your creative work aligns with the goals and tasks you have planned for a specific work block, you meet the requirements for reaching the flow state.

As we dive deeper we will make this seamless.

This module isn't the most helpful, I simply want you to understand that good writing cannot be forced.

Instead, your best ideas will come to you when you are in "big picture thinking" mode. That is, when you are not focused on some external task.

Your best writing will come from organizing and editing those ideas in a way that captures attention and delivers value.

Insight: Bringing Order To Chaos

Productive work blocks are best used to organize and edit the mess of a brainstorm you create during your creative sessions.

Trying to write without ample ideas and a plan is a road to nowhere.

◀ Previous Lesson:
Non-Needy Networking

Next Lesson: >

Update: 2 Ways To Navigate This Course