

TRAIN YOUR BRAIN TO BE MORE CREATIVE IN JUST 10 DAYS

RICH ARMSTRONG

Unleash Your Creativity in Just 10 Days

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For those who dare to live their fullest lives.

Lives full of creativity, intention, action, risks, and failures.

So you want to become more creative huh?

Great move.

Seriously.

It's the best skill you could have.

Maybe you used to be creative. And you know what you're missing out on.

Maybe you never called yourself creative. But know something's missing.

When you're creative you feel alive. Confident. Unstoppable. You see possibilities everywhere. Come up with tons of ideas. Actually do *hard things*.

You succeed more often. And see failures as steps towards success.

Creativity ripples out like electricity, touching everything around you. Work, personal, spiritual spheres. Hobbies. Relationships. Your attitude. Posture. Self-confidence. It inspires others.

Creativity touches everything.

It's the core of life and what it means to be human.

So, yes. Great move.

And no matter who you are...

You can become more creative.

You can inject creativity into your metaphorical veins.

You can spark a personal renaissance.

You can feel alive with ideas and possibilities.

But here's the problem...

Being creative is difficult

Especially for adults who've become habitually uncreative.

Let me explain.

Being creative requires us to do *new* and *different* things. Scientifically: introduce new neural pathways.

Which your habitually uncreative brain does not want to do.

Why?

Firstly, your brain hates waste.

It only wants to use energy that's guaranteed to pay off. It's *all* about efficiency.

A new neural pathway is rocky, rutty and full of potholes. The existing pathways are fast, smooth, and slippery.

It's inefficient to be creative.

Secondly, your ego hates looking like a fool.

It wants to be safe and comfortable. To fit in. Be liked.

Not stand out. Not look foolish.

Creativity is a massive risk.

And that threatens your ego's mission to stay safe.

Our brains are comfortable with the ways things are. Even if it's a living hell.

This is why people struggle to be creative. Because they're fighting *against* their own brain.

So what now?

You rewire your brain to *automatically* be creative. To *unconsciously* choose new and different.

You build a creativity habit.

How?

By consciously and intentionally being creative.

Over and over again.

But your brain's gonna fight it.

Unless...

You trick your brain. Use its loopholes. Ease it into creativity.

With low-stakes and low-risk exercises that gently rewire your brain.

You sneakily make new neural pathways.

And make them smooth and slippery so your brain starts using them.

So your brain accepts—and maybe even craves—new and different. So your brain spends the energy. So your ego risks looking like a fool.

Now, how do you actually do this?

What you need is a system

That's easy-to-follow.
That won't threaten your brain.
That doesn't take much time.

This book is that system.

It's deceptively simple.

Because it needs to be.

Otherwise it wouldn't work.

Here's the system:

- 1. Set a timer for 5 minutes.
- 2. Look at 10 random words.
- 3. Pick 1 or more words that spark something.
- 4. Doodle whatever comes to mind.
- 5. Do this daily for 10+ days.

Simple right?

That's the beauty of it.

And exactly why it works.

Here's the science

You're training your brain to be creative

Every time you think of new things and take action, you add new neural pathways *and* signal that you want to use them.

The more you do it consciously, the more you'll do it unconsciously.

It takes the pressure off

You're *doodling* for 5 minutes. Not creating masterpieces for hours.

It's a low-stake, risk-free exercise.

You're not going to wreck your reputation, get fired, or die.

And 5 minutes only takes... 5 minutes.

Because of these reasons you'll actually do it. And maybe even find it fun.

You can do it anytime anywhere

This system is time and location independent.

You can doodle at the breakfast table, on the train, and even while you're pooping.

All you need is a pen and some paper.

There's no real excuse for not doing it.

But what if...

Stop the excuses. This is for anyone. Everyone.

- 1. You don't need to work in a "creative" profession.
- 2. You don't need to know how to draw.
- 3. All you need is a pen and paper.

Want to give it a go?

Awesome. Let's create.

For 5 minutes a day. For at least 10 days. And after just a few days, you'll feel the spark.

In this book you'll find:

- 1. Random words to choose from.
- 2. Variations of the random word doodle exercise.
- 3. Reasons why this system works. So you'll trust the process, and actually do it.
- 4. Tips and tricks.

Day 1: Let's begin

"You don't have to be great to start, but you have to start to be great." — **Zig Ziglar**

It can be tough to begin. Especially your first day.

Exercise

Set a 5 minute timer. Pick one word and doodle whatever comes to mind. Even if it's basic. Or silly. Or weird.

Battling to begin? Write the date and the word at the bottom of the page. Then sign your name. You've just built a tiny bit of momentum.

Words

- Cabal
- Quonk
- Ballyrag
- Crikey
- Pump
- Hornswoggle
- Fish
- Cobwebby
- Blorpt
- Ribs

Once you're done with your first doodle, celebrate! Dance. High five yourself. Fist-pump the air.

Why 5 minutes? Because speed combats perfectionism. And perfectionism suffocates creativity.

Day 2: Be a kid again

"Every child is an artist. The problem is how to remain an artist once we grow up." — **Pablo Picasso**

Doodling huh...

You may feel it's too childish to get that brain in creative mode.

You might feel you need to do something more grown-up. Something more *valuable*.

What bollocks.

The pressure to do "important" and "valuable" stuff stifles creativity.

Kids are super creative.

They don't do "important" or "valuable" stuff.

They play. Make up games. Make mess.

They're silly. Always imagining things. Always curious.

Moving. Daydreaming. Singing.

We forgot these things as we grow up.

That's why this system is all about doodling—not drawing.

When we doodle there is no *right* way. There is no goal. This often freaks us out.

Exercise

When you're choosing a word to doodle...

Don't worry whether a word is real.

Don't worry if you know what it means.

Doodle the first thing that comes to mind.

Even if it's super weird. Even if you don't quite know what you're doodling. Or how to doodle it.

Whatever comes out, comes out.

Pretend to be a kid.

Words

- Saponaceous
- Thrindle
- Foppish
- Canoodle
- Hocus-Pocus
- Gallimaufry
- Hullabaloo
- Cycle
- Flibber
- Fandangle

Why the weird words? It makes you think laterally. It takes your brain out its comfort zone. Gets it exploring new neural pathways.

Day 3: Desensitise your ego

"If you are not prepared to be wrong, you'll never come up with anything original." — **Sir Ken Robinson**

Our egos don't want to risk looking weird. Or stupid. Or foolish.

They want comfort and safety. To fit in and be liked.

So... our egos stifle our creativity.

How?

By whispering we can be as creative as we like... As long as we don't *share* anything...

But sharing is more important than any idea kept private.

Because you make an idea better by trying it. By seeing what works and what doesn't. By refining it.

And when you share your idea... You're doing this at scale.

You let others try it.

Let others see what works and what doesn't.

Open it up to feedback, collaboration and cross-pollination.

So, how do you get your ego taking risks?

By desensitising it.

By getting it used to *sharing* your doodles.

There's no risk because they're 5 minute inconsequential doodles of weird words. Not something you've worked hard over.

According to your ego, *you* can't be held responsible. *You* can't be seen as a fool. Because they're not really *your* ideas.

But here's what's happening:

Your ego's getting used to the risks. Used to the sharing. Used to putting new, weird, and different ideas out there for others to see. To judge, criticise, have an opinion on, or say nothing about.

Your ego's noticing that no one's kicking you out the tribe. No one's shouting "FOOL!!" You're proving that it's okay to share.

It's risk-free exposure therapy.

You're desensitising your ego to risk.

How you share is up to you. From small and intimate, to big and public.

However you do it, it will be challenging.

Want to work with your ego? Track the days you doodle. It'll be proud of the streak you develop.

Exercise

Find a word you don't know. Research it. Learn its meaning.

And then doodle something related to it.

Words

- Brouhaha
- Frobnicate
- Brobble
- Bugaboo

- Thwunk
- Razzmatazz
- Codger
- Dillydally
- Murple
- Bodacious

Can't find a word to doodle? Stick with it. Don't take the easy path. Make your brain work. You don't need to doodle a word literally. Just whatever it makes you think of.

Day 4: Routine & discipline

"Do not wait to strike till the iron is hot; but make it hot by striking."

— William Butler Yeats

You don't wait until you're fit before you get off the couch and go for a run.

You go running to get fit.

So, don't wait until you *feel* creative before you create. You become creative *by* creating. Creativity begets creativity.

The best way is by creating daily. With fun, short, low-stakes creative exercises. Random word doodles are perfect.

Try doodle at the same time and place every day. It builds a habit. Your brain prepares for it. And it fires up your creativity for the day.

To make it even more habitual, set the scene. Play the same music. Put the same lights on. Do it over coffee.

Best time to doodle? As early as you can. So you're at your creative best for the day ahead.

The same can be said for sharing your doodles.

Share regardless if you feel like it or not.

The more you share the inconsequential stuff the easier it is to share the "important" stuff.

Exercise

Find a word that stands out.

Try emphasise why it stands out in your doodle.

Words

- Ballyhoo
- Gibble
- Wackadoodle
- Flibbertigibbet
- Popdoo
- Kerplunk
- Scuttlebutt
- Ninny
- Kibitz
- Blatherskite

Can't commit to a regular time or place? Bring a small book and pen with you wherever you go. Sneak in a doodle when you can. I know you poop for longer than 5 minutes.

Day 5: Mistakes & exploration

"Mistakes are the portals of discovery." - James Joyce

Most adults don't try anything new or different.

Don't deviate from the norm.

Don't explore.

Because deviations and exploration look to much like *mistakes*. Which they're hyper stressed-out trying to *avoid*.

They want to obey rules, avoid failure, fit in, be safe.

Not... make mistakes!

Which means...

No exploration.

Which leads to...

Repetition.

Boring.

Gray.

A meh life.

We make mistakes when we try something new. We have something in mind, we try it, it doesn't work out. But sometimes we discover something *unexpected*.

Mistakes can lead to realisations, discoveries, and new ways of doing things. Sometimes a mistake becomes a feature, a signature style, an avenue to explore. And doodling allows for mistakes—even encourages it.

Exploration is making mistakes on purpose.

Veering off the path. Going a different way. Doing it differently.

By encouraging mistakes and exploration during practice (doodling) you make it easier to explore and see where mistakes lead in more important matters.

Struggling with perfectionism? Use a pen instead of a pencil. Use paper instead of your iPad. Stop correcting. Stop undoing. Go with the flow and don't look back. Your anxious ego will thank you.

Exercise

Try something weird with these words.

Interpret them. Don't take them literally.

What else could it mean if it were in another situation? What play on words can you achieve?

Veer away from the norm.

Words

- Snickerdoodle
- Gloob
- Whoopsie
- Pumpernickel
- Thingummy
- Gormless
- Twaddle
- Formication

- Rambunctious
- Yoicks

Struggling with mistakes? Make them on purpose. At the start or mid-way through the exercise. Then create something *from* the mistake. Always forward.

Day 6: Overcome the blank canvas

"You can't edit a blank page." — Jodi Picoult

That dreaded scenario occurs.

You're given a blank canvas.

That means blue-sky.

Do whatever you want.

Go wild. Go free.

There are so many options.

You freeze. Your mind is blank. You have creative block. There are no ideas

So what do you do?

Just start.

You can always start again.

Say 5-4-3-2-1 out loud and then start doodling!

Action is the secret sauce of creativity.

Once you've begun, it's easy to change direction. You'll see what's right and wrong. What needs changing and tweaking.

Doodling random words in 5 minutes gets you started. It gets you used to making decisions and taking action.

Exercise

Start with circle, a square, or a squiggly-lined shape. Then turn it into one of the words you see.

Words

- Zombie
- Gobbledygook
- Snivel
- Plonkus
- Mollycoddle
- Flapjack
- Umbrella
- Rigamarole
- Tickety-Boo
- Taradiddle

Quick story: The blank page once scared me because I was using a fancy notebook. I didn't want to draw, doodle, or write anything that wasn't *amazing* in it.

So, I ditched it in favour of a cheap lined notebook. The fear of fancy blank pages disappeared.

If big blank paper scares you, buy a smaller book. Or a cheaper one. Or divide your paper into 4 or 8 rectangles and doodle in one of them.

What happened to my fancy notebook? It stayed blank for years. Until I understood the magic of recording the journey.

Day 7: A stream of ideas

"The best way to have a good idea is to have a lot of ideas."

— Linus Pauling

For every single great-amazing-brilliant idea, there's a hundred average-poor-terrible ideas.

And they're all floating in an idea stream. Waiting to get to you.

Good ideas, bad ideas, meh ideas.

It's up to you to let that stream flow.

To let the bad ones go and grab hold of the good ones.

Except you don't know when a good one will float by.

Sometimes, you can't tell if the one in-front of you is good or bad.

Which makes our egos dam up the idea stream. Because they're waiting for a guaranteed brilliant idea before taking action.

But waiting for a brilliant idea makes all the ideas wait in line.

And that makes everything stinky and stagnated.

Doodling random words each day unclogs your idea stream. Removes the blockages (sometimes slowly).

It lets the stream flow and brings you closer to a brilliant idea, waiting downstream.

If you don't push through the bad days, you may never get to the good days.

Quick story: When I was sharing my doodles for the first time, people sometimes thought I was weird. Yet brilliant on others. If I'd stopped when they thought I was weird, I wouldn't have got to my better ideas.

Exercise

Make up a meaning for a word you don't know and draw that.

This fires up the lateral thinking part of your brain.

Words

- Wafflestomp
- Yttrium
- Zymurgy
- Smorgasbord
- Natter
- Jabberwocky
- Snollygoster
- Pettifogger
- Parsimonious
- Omnishambles

Day 8: Help your subconscious

"Your subconscious mind is 30,000 times more powerful than your conscious mind." — **Brian Tracy**

You know how you come up with ideas when you're in the shower? Or while you're walking?

That's your subconscious mind.

When we focus *lightly* on something else we let our subconscious get to work. It connects thoughts, ideas, and new material. And often comes up with new ideas and solves problems.

Your subconscious is amazing at doing things in the backroom of your brain.

But you need to let it.

You can shower, walk, or knit.

Or you can doodle—random words or freestyle.

But doodling random words helps in another way too.

When you put new things into your mind (words and images) you add new neural pathways. Which your subconscious combines with current projects and problems.

These new words and images help your brain think laterally—different to how you've been consciously thinking.

Exercise

Pick a word, but don't think about it too much. Freestyle doodle (or scribble gently).

Focus *lightly* on what you're doodling. Disengage your brain while you keep your pen moving.

Words

- Revival
- Cow
- Sandwich
- Souffle
- Champagne
- Porter
- Grave
- Tempt
- Thermometer
- Murder

Day 9: Become a prolific creator

"You can't use up creativity. The more you use, the more you have."

— Maya Angelou

The more you create the more you want to create.

It's that simple.

It's not genes, not luck.

It's something you train and build. Step by step. Day by day.

It's a journey.

That takes time.

There will be highs and lows. Good and bad. But the more consistently you create, the more creative you become.

When you understand that, you keep going.

You build momentum and confidence.

And appreciate how creative you really are.

When you look back you'll smile at your ideas and creations.

Some will be still be brilliant. Others will be embarrassing compared to what you create in the future.

Good or bad, all you create is manure for future creations.

Judging your creations? Change your mindset. Every creation contains specks of gold—data that informs the future.

Exercise

These words are double-barrelled. It's a great way to jam unrelated things together. And it often leads to interesting results.

I think it's the *funnest* way to doodle random words. And play is like oil in creativity's pan.

Words

- Tweezer Spindle
- Bagel Toothpick
- Snergle Grumble
- Tomorrow Sniffle
- Jumble Sprocket
- Snorkel Taco
- Sparrow Zoodle
- Imaginary Cupcake
- Crumpet Dove
- Bikini Fungus

Day 10: It's your creative workout

"Inspiration exists, but it has to find you working." — Pablo Picasso

You've been working on *your* creativity during this book. Using this random word doodle system.

You've learned some creative principles. You've doodled for 10 days (after this chapter).

Now, it's your choice.

How are you going to continue working on your creativity?

You can continue doodling random words.

You can try the variations below.

You can try something completely different.

Adjust what you do and how you do it.

Break the rules.

But make your brain sweat.

Your creativity is in *your* hands.

Random word exercise variations

- Ask what people think your doodle is.
- 2. Doodle all 10 words (increase the time limit too).
- 3. Doodle the same word 10 different ways.
- 4. Write a story about your word.
- 5. Write a story that contains all 10 words.
- 6. Use your word, or all 10, during your day.
- 7. Reduce the amount of words to choose from.
- 8. Use words from a different language.

- 9. Set a shorter/longer time limit.
- 10. Doodle with your non-dominant hand. Or foot. Or mouth.
- 11. Doodle for long periods of time—30 or 60 minutes even.

Exercise

Try a variation or create your own.

Words

- Doodad
- Widdershins
- Hullaballoo
- Cantankerous
- Squeegee
- Bibliopole
- Drumble
- Zibble
- Gazebo
- Numpty

Now it's time to celebrate.

Dance. Double high-five yourself. Fist-pump the air.

You know how you celebrate best.

The end

Whoooooopo! (crashing cymbals, drums, trumpets!)

If you haven't celebrated, now's the time.

Thanks for working on your creativity. The world needs more creative people.

More people who feel alive. Confident. Unstoppable. Who see possibilities everywhere. Who come up with tons of ideas. Who actually do *hard things*.

I'd love to keep helping you with your creativity. And teach you some other skills.

Join my daily mailing list.

And follow me on X, Instagram and YouTube.

Get more random words

heyrich.net/words

I made a random word generator for you.

heyrich.net/word-pairs

This is a double-barrel word generator.

heyrich.net/prompts

Here's a bunch more creative prompts and exercises to boost your creativity.



About Rich

Hey! I'm Rich Armstrong.

I'm a multi-hyphenate artist spreading weird and playful vibes.

I love doodling, illustrating, muraling, writing, coding, animating, teaching, speaking, designing, making, learning... living creatively.

Find my art <u>here.</u>

And I love helping creatives get moving and making progress towards their goals. Because I want to see that creative spark in everyone's eyes.

Find how to become more creative here.

