

## Kick-start Your Creativity in 3 Simple Steps

Before I share with you my 3 simple steps to kickstart your creativity without making the trek to Burning Man, let me quickly make the case for why you must infuse your business with your creative juices.

In the new "experience" economy, your prospects are not simply looking for a lawyer, they are looking for an experience.

They want to feel special. They want to feel as if they've gotten something unique and different. And you want to provide that to them because it's what justifies your higher fees and makes you unshoppable.

Who doesn't want that? (If you don't want clients lined up eager to pay you higher fees than the rest of the lawyers in your community, don't worry about creativity - you can continue to provide the same old, same old, no problem.)

Do these three things in the next week and see what happens:

### 1. Take a walk.

If you are more of an indoor person, take a walk in nature. Focus your attention during your walk on how everything works together and supports everything else effortlessly.

If you love the outdoors and spend a lot of time outside already, take a walk inside at your local mall and consider how you would change things around to make the shopping experience more enjoyable.

Journal your observations.

### 2. Ask some questions.

Pick three people in your community who provide a service and ask them what their biggest business challenge is and then spend 30 minutes or so brainstorming ways they can solve their challenge.

These can be people you don't speak with regularly or even know very well. Let them know you are working on a project to increase your creativity and are offering your time without asking for anything in return. A natural side benefit of this step could be making a great connection with another professional in your community.

Get outside your comfort zone here and connect with at least one business owner completely outside of your realm of business, such as a plumber or a carpet cleaner.

### 3. Move your body.

As lawyers, we spend a lot more time in our heads than other people. This can drain creativity more than anything else.

Go dancing, do yoga, play softball or football or hockey. Just get out there and do something that gets the blood flowing. You'll be amazed at how a little body moving stimulates your creative juices.

You, your clients and your business deserve it!