

SUCCESS

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SECRET

Unlock Your Inborn Creativity

Imagination is more important
than facts.

—ALBERT EINSTEIN

HERE IS SOME more good news. You are a *potential* genius. You are smarter than you have ever imagined. You have more raw brainpower and creative ability than you have ever used up to now.

Your brain has 10 billion cells, each of which is connected to as many as 20,000 other cells by a complex network of neurons and dendrites. This means that the possible combinations and permutations of cells in your brain are greater than the number of molecules in the known universe. Your ability to develop ideas to help you succeed is unlimited. This means that your ability to succeed is unlimited as well.

Your creativity is stimulated by three factors: first, intensely desired goals; second, pressing problems; and third, focused questions. The more you focus your mind on achieving your goals, solving your problems, or answering the tough questions about your business and personal life, the smarter you become and the better your mind works for you in the future.

Your brain, your creativity, is like a muscle. The more you use it, the stronger and more resilient it becomes. You can actually increase your intelligence and your IQ by disciplining yourself to think creatively all day long. And remember, creativity is just another word for *"improvement."* Every time you come up with an idea to improve some part of your work, to find newer, better, faster, cheaper, or easier ways to accomplish a result, you are functioning at the highest level of creativity.

Just as you develop your muscles by straining them with physical training, you develop your mental muscles by straining them as well. Here is an exercise for you to develop your brainpower and unlock your inner genius.

Take a clean sheet of paper and write your most important goal or most pressing problem at the top in the form of a question. For example, you could write, "How can I double my income over the next 24 to 36 months?"

Now, discipline yourself to write at least 20 different answers to your question. Select one of your

answers and take action on it immediately. You will be amazed at the results.



ACTION EXERCISE

Write down your most pressing problem or your most intensely desired goal. Then, imagine that this problem was solved perfectly or this goal was achieved in an ideal way. What would the solution or achievement look like? What could you do immediately to bring about this result? Remember, action is everything!