

THE CREATIVE PROCESS TYPES

DREAMING



PROCESS



GUIDE



MEGANJGARCIA.COM

part two



## THE CREATIVE PROCESS TYPES

# HOW TO USE THIS GUIDE

The quiz is meant to reflect how you approach creating things and what your purpose behind doing so is.

From there, you received your primary process type and you opened this guide:

- This guide provides you introductory information about your process type.
- Use this guide to reflect over what your creative process actually looks like and identify the pieces of your type that you resonate the most with. Take note of anything that really doesn't resonate for you.
- Reflect on how you view marketing + creativity in your business. Do you consider marketing a method of creativity? Do you feel like there are any gaps in your current strategies?

You will be receiving a creativity + marketing workbook in your email for your type that is designed to help you build a more compassionate creative process for your marketing, business, and projects.

Take what resonates, leave the rest.



## THE CREATIVE PROCESS TYPES

# CREATING TIPS

Below you will find some activities that will help you lean into your creative process and help you create in ways that are fun and relaxing.

- Video Games or other super interactive game types are good for you and help you lean into the fantasy world and find inspiration.
- Painting or drawing or knitting or anything that allows you to master an object play style is helpful for you to lean into fun.
- Going on adventures outside is good for you too or really any adventure at all where you don't know what you will find.
- Read or write for fun in a genre you enjoyed when you were a kid/teen!
- Building with your hands using legos, sand, clay, etc will help you bring out your creativity and ability to have fun.
- Finding ways to incorporate your fantasy world into your real life is going to be beneficial, like putting playful objects around your house and space that make you feel like you are living in the world in your dreams. Keeping something playful in my car to hang from my mirror, keeping a fun thing on your desk, fun things in your living room, etc. Make your space one from your fantasy!
- Building a fairy garden outside or in your home is helpful to bring in the playful and fun energy of your spirit!





# CREATIVITY

What is something that you enjoy about your creative process?

What is something that you want to try with your process?

What creative elements are already a part of your life? Where do you need to give more credit to your creativity?

How does your creative process show up for you?



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# STRATEGY TIPS

Below you will find some activities that will help you lean your creative process for your business and strategies.

### **USE YOUR ENERGY**

Your audience is going to feed off of your lively energy and gentle spirit. Share all aspects of fun and creativity for you on your stories and create highlights so people can find ways to immerse themselves in your energy and find inspiration.

### **ADVENTURE MORE**

Taking your audience along on adventures where there is the possibility for the element of surprise is important! People will begin to lean into their own energy if they are shown it is safe to be surprised.

### **UTILIZE BRANDING**

Creating materials that embody your creativity and light, warm spirit will be important for selling your offers. Your audience will feel the energy from.

### **SURPRISE**

Utilizing the element of surprise and anticipation when you are promoting and selling will help you get excited about the offer! That energy will help carry you through your launch.

### **FANTASIZE**

Ask yourself how you can incorporate a fantasy narrative into the work you do? Is it through visuals? Storytelling? The journey of the transformation you provide?

### **BUILDING BLOCKS**

How can you incorporate that building energy into the time you are working on your business? How can you think of each task as a project and shift your mindset to one that sees each project as a building block?



# STRATEGY

How can you incorporate your energy into your strategy or design?

How can you utilize the element of surprise when marketing your offers?

How can you create a build up in energy for your marketing + offers?  
What pieces go into building that energy?

How do you want your strategy/marketing/business to feel? How is this reflected in your process?



## THE CREATIVE PROCESS TYPES

# CONNECT WITH US

Thank you for downloading this guidebook and spending some time with your creative process and your strategy!

This workbook was a collaboration between myself, Meg Garcia-Jahrman, and Kendall Barger, my biz bestie + co-founder!

This resource has been a labor of love that has been over two years in the making.

You can contact me at [establisco@meganjgarcia.com](mailto:establisco@meganjgarcia.com)  
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Join our Mighty Network community for low energy creatives + entrepreneurs called The Low Energy Entrepreneur Community.

with love,

*meg + kendall*

