

START RIGHT NOW



**HOW TO GET YOUR CREATIVE PROJECT
OUT OF YOUR HEAD AND INTO THE WORLD!**

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STUDIOS

Lesson 1

INTRODUCTION



What is the project you want to START RIGHT NOW? _____

How long have you been dreaming/thinking about this project? _____

What's holding you back? _____

What do you want to takeaway from this course? _____

Lesson 2

QUESTIONS TO ASK YOURSELF

Project Questions

What is your creative project called? _____

Is it part of a series (episodic) or a one-off? _____

What is the medium? _____

What do you know about the medium? _____

How long (duration, page count, number in series) will it be? _____

Time Questions

When is your desired deadline? _____

How often will you release your project? Weekly? Monthly? Daily? _____

When will you evaluate your progress? _____

When will you reflect on your progress and whether you will continue or quit? _____

When will you work on this project? _____

People Questions

Who can you talk to about making this project a reality? _____

Who can help you with money? _____

...with equipment? _____

...with motivation? _____

...with accountability? _____

...with assistance? _____

Equipment Questions

What tools do you have? _____

What tools/technologies do you think you'll need? _____

Lesson 2

QUESTIONS TO ASK YOURSELF



Money Questions

What is your project's budget? _____

What is the potential value of this project? _____

Will you be selling this project when completed? _____

If so, for how much? _____

When will you need money as you work on your project? _____

Motivation Questions

How motivated are you? _____

How badly do you want this? _____

If you never did this project, how would you feel? _____

What will keep you moving forward once you start? _____

Lessons 3 & 4

CREATIVE BARRIERS & BOTTLENECKS



1. Fear of Failure
2. Fear of Success
3. Perfectionism
4. Distractions & Lack of Focus
5. Procrastination
6. Comparison
7. Vanity
8. Rejection
9. Idea Already Exists
10. Aversion to Hard Work
11. Not Enough Time
12. Not Enough Money
13. Risk Averse
14. Overly Optimistic
15. Lack of Ideas
16. Imposter Syndrome
17. Lack of Confidence
18. Arrogance
19. Too Self-Reliant
20. Too Collaborative

Creative Barriers & Bottlenecks Not Listed Above

Your Strategies

Creative Barrier & Bottleneck #1: _____

Your Strategy for Overcoming: _____

Creative Barrier & Bottleneck #2: _____

Your Strategy for Overcoming: _____

Creative Barrier & Bottleneck #3: _____

Your Strategy for Overcoming: _____

Creative Barrier & Bottleneck #4: _____

Your Strategy for Overcoming: _____

Creative Barrier & Bottleneck #5: _____

Your Strategy for Overcoming: _____

Your Self-Care Strategies: _____

Lesson 5

CAPTURE YOUR IDEA (AND BE CAPTURED BY IT)



Where do you find your ideas? _____

How do you capture ideas? _____

How do you want to capture ideas? _____

What are a few ways you can build the habit of documenting your creative process? _____

Lesson 6

KNOW (ENOUGH OF) THY MEDIUM



What medium are you working in or want to work in? _____

What do you know about the medium? _____

What is the process of working in this medium? _____

What tools and technologies will you need to get started? _____

Lesson 7

PLANS THAT WORK



Pre-Production (The Work Before The Work)

What work do you have to do in preparation of the actual creative work? _____

Pre-Production Tasks

-
-
-
-
-

Production (The Work)

What is the creative work you will do? _____

Production Tasks

-
-
-
-
-

Post-Production (Refining The Work)

How will you need to refine, edit, polish, or shape the creative work? _____

Post-Production Tasks

-
-
-
-
-

Promotion (Sharing The Work)

Where will you be sharing and promoting your creative work? _____

Promotion Tasks

-
-
-
-
-

Lesson 8

CONDUCT EXPERIMENTS



What is your creative experiment? _____

What do you think will happen? _____

Now that you've done the experiment, what happened? _____

What are your takeaways from this experiment? _____

How can you build upon this experiment? _____

How will you share the results of this experiment? _____

Lesson 10

CREATE FOR YOURSELF...FOR NOW



How have you fallen in love with what you are creating? _____

When will you get your work in front of an audience? _____

How will you talk about or share your work? _____

How will you protect your creative spirit from feedback? _____

Lesson 11

DAILY CREATIVE DISCIPLINE



How much time will you make in your daily schedule for your project? _____

When will you know you need to spend more time on your project? _____

What will you remove from your schedule in order to work on your project? _____

Be sure to add your project time commitments to your calendar!

Lesson 12

FUN WITH DATES & DEADLINES



Six Week Projects

Start Date:

Launch Date:

Quit/Recommit Date:

How often will I quit/recommit?

What will happen if I quit?

Your Project Dates & Goals

Week #1 (Start) Date: _____

Week #1 Goals: _____

Week #2 Date: _____

Week #2 Goals: _____

Week #3 Date: _____

Week #3 Goals: _____

Week #4 Date: _____

Week #4 Goals: _____

Week #5 Date: _____

Week #5 Goals: _____

Week #6 (Launch) Date: _____

Week #6 Tasks: _____

Lesson 13

THE FIVE ENEMIES OF PROGRESS



Enemy #1: Comparison

Your mantra to counteract this enemy: _____

Enemy #2: Perfectionism

Your mantra to counteract this enemy: _____

Enemy #3: Procrastination

Your mantra to counteract this enemy: _____

Enemy #4: Inspiration

Your mantra to counteract this enemy: _____

Enemy #5: Distractions of New Ideas

Your mantra to counteract this enemy: _____

Lesson 14

PUBLISH, SHIP & SHARE



Who are the five people you'll share your project with?

1. _____
2. _____
3. _____
4. _____
5. _____

Lesson 15

LEARN & GROW



What do you want to improve with your creative work next? _____

How will you learn and experiment? _____

What courses will you take? _____

Who can help you? _____

Lesson 16

BIG VISION, SMALL STEPS



What is your big vision? _____

What are three small steps you can take every day to bring it to life? _____

Lesson 17

FACING THE CREATIVE UNKNOWN



How are you building your creative competence? _____

What decisions are you delaying or avoiding? _____

How will you share your work with others today? _____

Five Things to Remember

1. Fill out the workbook.
2. Make daily decisions to act.
3. Build your creative momentum.
4. Be an evangelist for your work.
5. Reach out to chris@chrismartinstudios.com with questions, support, and to share your creative project.



About Chris Martin

Never satisfied with just one label, Chris is a curiosity builder, filmmaker, podcaster, and educator obsessed with creativity, curiosity, and bands who can remember how to play songs over 25 minutes. He loves stories that are filled to the brim with heart, edge, and fearlessness and can't get enough of real people living their authentic and unique stories.

Check out his podcast ***Getting Work To Work*** at gwtw.co or subscribe on Apple Podcasts, Spotify, and other podcast platforms by searching for "Getting Work To Work."

For questions, support, or to share your creative projects, email chris@chrismartinstudios.com.

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