

# The Creative Process

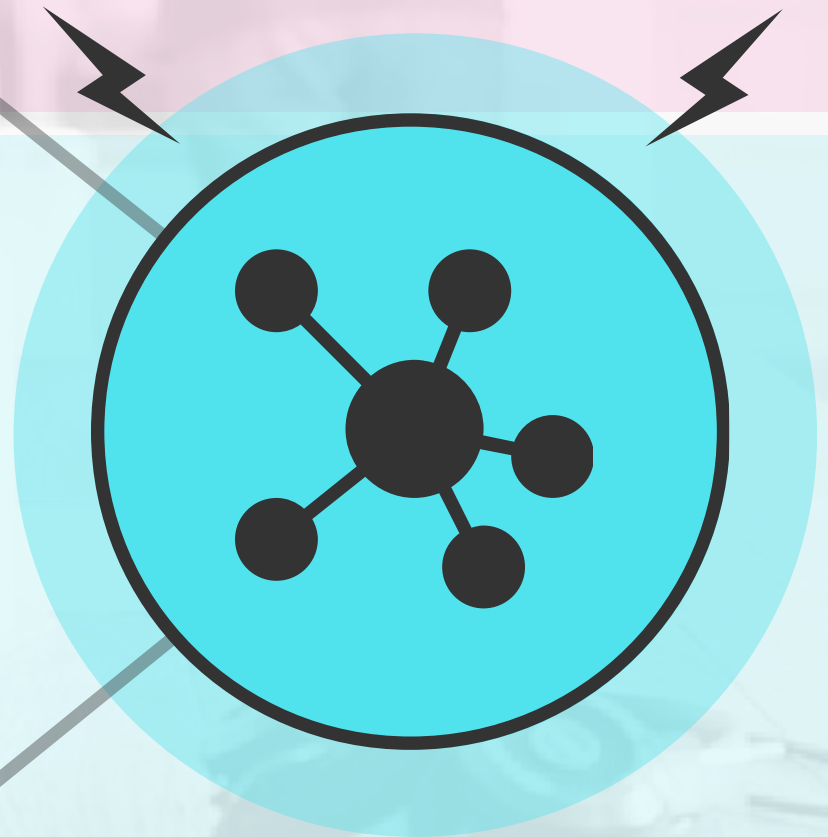


## Preparation

This is the first phase, which most people call “work.” A writer, for example, prepares by writing, by reading, or by revising earlier work. A musician plays scales, chords, or songs; a painter messes with paints or visits an art gallery; an entrepreneur researches problems to solve.

## Incubation

This would be the mystical process because you often don't know that you're incubating an idea. It's during this phase that your conscious and subconscious minds are working on the idea, making new connections, separating out unnecessary ideas, and grabbing for other ideas.



## Illumination

This is the “Eureka” moment that many of us spend our days questing after. When it hits, the creative urge is so incredibly strong that we lose track of what else is happening. The driving impulse is to get whatever is going on in our heads down into whatever medium it's intended for.

