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it's about being done.

## April 2011 Newsletter

Another month has passed and Spring is showing signs of its arrival. What better time to start considering re-activating your senses after the long, cold winter.

For those of us without a single allergy, Spring brings a world of wonder - the feel of the cool dewy air first thing in the morning, lavender wafting along the breeze, familiar chirps outside your window. In a few short weeks, life blossoms right before your eyes - and the call to go out and be in it is absolutely irresistible.

What is it that draws you to the great outdoors this time of year? Is it the warm caress of the sun, or an intangible sense of something electric in the air? I'm willing to bet if you sat down and visualized it, you could figure out exactly what makes you love your favorite places so much.

Visualization is an amazingly powerful tool - especially when you focus on more than just what you see. Building your ideal office, for example, becomes simple when you consider how it feels, smells, sounds, tastes and looks.

Breaking out of a creative block is also as easy as awakening your senses to all the possibilities. After all, as an artist your job is to break down that third wall - and no landscape is complete unless you can stop and smell the flowers.

But this doesn't just apply to traditional arts. Web developers, for instance, could benefit greatly from considering the feel and scent of their craft. A simple visualization could mean the difference between a cold, white and scentless site for pies, or a warm, tan and cherry digital delicacy.

Visualization also greatly helps in the doing of things. Athletes visualize winning frequently to improve their performance - musicians too.

So what are the secrets to fully unlocking your potential with visualization? That's actually an easier question than you might think - it's as simple as activating your five senses. Leonardo da Vinci thought like this obsessively, down to the very last detail. You can read more about it here: <http://www.creativity-portal.com/howto/a/davinci/senses.html>

Over the course of April I'm going to explore visualization and the power our senses have over our brain and goals. Join the discussion in the forums, or drop by the blog for best practices and special techniques to unlock your mind's greatest potentials.

Regards,  
The work.life.creativity Team.