



Episode No. 109 How To Come Up With Good Ideas On The Regula...

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SPEAKERS

Jessica Lauren



Jessica Lauren 00:01

Hello and welcome to the Sunday jumpstart podcast, a weekly podcast helping goal getters, ditch the excuses, do the work and make this happen. name is Jessica Lauren, and you are listening to episode number 109. Hey, and welcome back to this week's episode of s. j. s podcast. Happy February to everyone, y'all we are one whole month into 2021 how's it going for y'all, I hope it's going well. For me, I need to go home, a baby, it has been an adjustment, getting back into the swing of things after the holiday, right. So I'm still just trying to get my life together, we have been having so many snow storms here in the city. And all it makes me want to do is just curl up in bed with a book. But we got work to do. So I've been trying to do that whole balancing act of getting rest, but still being disciplined. And the work that I need to do. It's been a struggle, but February is here with 30. Boy no 28 brand new day is like let's say you want to try this again. And I do so thank you so much for spending this first Sunday of February with me. So what are we talking about today? Well, today is the beginning of our new creating content series. That's right, for the entire month of February. And for the first two weeks in March, we're going to be focusing on how to do the work. How do you create content? Right? So that's what we're talking about today how to come up with good ideas on the regular people always ask me, Jessica, how do you keep coming up with these ideas? If you didn't know, we are officially 134 episodes deep into this podcast game, okay. And not only do I run the podcast, I also have a blog called normal jewelry.com. And over there is a 336 some odd

posts over there. I have two Instagram accounts, I have a weekly newsletter. So I've been creating content for years. And that's not a humble brag. It's a fact like I've literally been doing this since 2015. And so I've come up with ways to come up with ideas like how do I do it? So I want to share that with you today. If you are a blogger, a podcaster or artists, just someone that's always having to keep up and create new material. How do you do it? I want to walk you through that. Or even if you're new to the game, it's like okay, for real? How do you do it? If you've been doing it for years like me, it's like how do you dig yourself out of creative ruts. So that's what we're going to be talking about today how to come up with good ideas on the regular and then in the next few weeks. We're also going to be tackling how to plan your content for the month like how do you set up an editorial calendar, we're going to be talking about why documenting your process is so freakin important. It causes connection with your audience, it just increases your brand awareness, we had to start documenting our process and showing up on camera. There's something else we're talking about how to show up on camera confidently, right. A lot of us want things to be perfect. But a lot of people just aren't interested in perfection anymore. You know, I'm saying I you know, we got the Kim K's and all that and everything is super curated and perfect and all of that. But I don't know about y'all, I connect more with the people that's looking raggedy that's showing you you know, like from the root to the to the so we're talking about that. We're also having guests come on. And they're teaching us about SEO and why SEO is so important to get more eyes on your work. We're talking about workflows. Listen, we are just covering the content Gambit, because you know, I love talking about mindset which is so important. But I also want to make sure I'm serving you all with content that shows you how to do the work so buckle alone up for this creating content series is gonna be so good. I'm so excited. Because I love the creative process. I really do. But because of life and because of you know, because we live under this Microsoft will fishbowl rather and we get to see what other people are doing. Sometimes we feel like we don't measure up to somebody else's creativity or content. So we're just gonna be focusing on that. I'm super duper excited. I hope y'all love it. And as always slam into my DMS and be like, Jessica, I got a question about this. The podcast, Instagram handle is at the Sunday jumpstart. Be like hey, can you answer this question on the podcast? I'd love to hear what you want me to talk about here on the show in regards to content. So if you have a question, DM me or email me Hi at the Sunday jumpstart.com now before we dive into the nitty gritty of today's show. I just want to say thank you. Thank you. Thank you. Thank you so much for always being so super supportive of the show. Thank you for every repost, retweet, share like all of this stuff means the world to me and I especially love when y'all take out the tab to leave a five star rating and review in Apple podcast that helps get our make ish happen message out there. Today's review comes in from Rachel Denae and excuse me if I'm mispronouncing your last name. That's not my intention. But I'm taking a wild guess that that's what it is. But she says that she's been bingeing since last night, she says, Jessica, I thank God for you and your ministry

almost a year ago. To this day, I was laid off and lost my full time income right before the pandemic, and know that God is always taking care of me but 2020 bought a block in every way possible, mentally, financially, physically. In the New Year, I'm being intentional surrounding myself with more women of faith in the entrepreneurial space. Apple suggested your podcast and I've been bingeing in it since when I say God truly blessed me and is using your podcast, he quip and remind me that I have everything I need to get started. Thank you for allowing him to use you. I will do it all afraid with an attitude of gratitude. Thank you, thank you says, pray for me and my business dismay dials at DNA dolls and much love to you at Rachel, Dean xo girl. Thank you, why are you trying to make me crack when you have to come in here with the guns blazing like that. But thank you so much for taking the time out to rate and review and leave such a heartfelt message. I pray right now Rachel and anybody else that suffering some form of loss this year, I pray that God turn this thing around in such a radical way for you that you can't even believe it. I pray that he puts you back on solid ground that he blesses you with peace of mind that he blesses your finances and give you more money than you have ever touched in your life, a better job than the one that you lost right now. And that he puts his hands of love and compassion and peace on you so that you know that you are not alone. That is my prayer for you says, thank you so much for listening. Y'all leave a rate and review it really does help other go getters hear the show. And it just still boggles my mind that people listen to it. But if they don't listen, listen, I want to get this message out there. So do me a favor, press pause right now, I give you permission to stop the show. And just leave a rate and review so that we could get other women, other go getters, other people that's like listen, I need some help. Can somebody come through? Let's let them know, Hey, this is a good podcast. This is a prime example of how this stuff works. Now, if you like Jessica, but I don't listen on Apple podcast. That's cool. Go ahead and take a screenshot of whether you listen to it and upload it to your Instagram stories. That's also another great way to do that. Right now our apple podcast. Oh, and tag the Sunday jumpstart. Sorry, I forgot about that. But um, right now, our apple podcast reviews are at 242 ratings, right? And I'm so excited about that. But I would love to see that get to 300. Can we do a go get us Can y'all all leave a rating review that will help you grow out big time. So thank you. Thank you. Thank you, Rachel. I'm praying for you. And I'm on fire. I'm about to follow the Nate downs. Rachel does everything right now. So now that we have official SJS pack has business all buttoned up, let's do a deep dive into how to come up with good ideas on the regular. So one of the best books I've ever read in my life is called Big Magic, creative living beyond fear by Elizabeth Gilbert. Now, I have seen this book floating around on Instagram for a while right? But I was just like, oh, that's probably like some little self help book, whatever. No big deal. Even though I love self help books for whatever reason. It was just like, oh, I'll need a creative living beyond fear type of book, right? Especially because I read the artists way by Julia Cameron. That isn't a phenomenal book. That's actually it has weekly exercise in it. It teaches you about mourning pages and taking

yourself out on artists dates, all that jazz. I kind of was like, Hey, I only got Julia Cameron, only Miss Elizabeth Gilbert especially cuz I kind of missed her whole Eat, Pray Love wave. I was just like, whatever. But one day, I think I was in Barnes and Noble a couple years ago and it was oh Initial for something was like, get this book right now. And I was like, are you sure Lord? Are you sure sphere because it just looks to me, baby never judge a book by its cover, okay? Because that book changed my life because it breaks down the whole spirituality of ideas. And I'm gonna try my hardest not to butcher What the heck Elizabeth talks about in the book. But essentially, what I found so fascinating, and I think I've told this story before, and if you read the book, you know what I'm talking about. But she talks about ideation and how we come up with ideas and inspiration and all that stuff. But the one story she told was about how her and her friend who is also an author, they were sitting down having coffee one day or something along those lines. And before they even went for coffee, Elizabeth kept having to, like, urge to write this story about this girl who falls in love in a jungle something along those lines, right? It kept kind of poking and poking at her. She was like, I kept feeling something tell me to write this book. But she was like, for whatever reason, I blew it off. Like I just did not write the book. And so her good girlfriend, who was also like a New York Times bestselling author, she was like, Oh, yeah, girl, I just got close a deal on this book. And Elizabeth was like, what's the book about? And she was like, Oh, yes, about this girl who falls in love in a jungle. So I'm about a doctor. It was literally everything that Elizabeth Gilbert was going to write. And, you know, for the most part, we'd be like, ah, how did that happen? Did she steal my notebook when I wasn't looking? Does she hear me, you know, talk to talk to our own Instagram? Like, what? How did this chick get my books? And when Elizabeth broke down, I was just so mind blowing, is that I did do not belong to only us. Right? That I ideas are a force of nature almost that have to get out. And the only way that I can get out is if is partnered with a human being right. So ideas are just you know, let's use our imagination, shall we? ideas are these beings that want to get out that want to be said that want to be experienced, but they can't maybe be human? So ideas and humans have to partner up to manifest this big aha moment, right? But the thing is, ideas are super impatient. They don't got time for all like for you to ruminate. Well, should I should I do it? Well, people like it. My grandma said, you know, she had this idea once in a day workout ideas will be there, like listen, here, I'm presenting myself. But if you don't hop on this train, I am going to move my butt along to the next creative who is receptive to receiving ideas and she see if she will act on it. Right? If she acts on it cool. I don't care who does it. I just need to get out. And that's why we see so many, you know, artists have kind of similar vibes right? We there's a plethora of podcasts that are similar to the Sunday jumpstart that's where there's an essence and Ebony right same type of magazine. But those are two different types of entities right? There's you know, we got Oprah type of Anna alabanza. There's a Jessica Lauren and a Gary Vee. There's Nike and Adidas Burger King and McDonald's shoe with some bread wonderbread versus, I don't know oven love and fresh from all the right. All of those things

are essentially the same thing. They essentially set serve the same purpose, right? Nobody copied off of each other Burger King, wasn't it McDonald's secret meeting, you know, had none the walls and we're listening like, ooh, is that the secret sauce? No. The idea was just like, Listen, I want people to have these juicy burgers. I'ma land on the person that made Burger King, I'ma land on the person that made McDonald's. I'm gonna land on the person that made Portillo's and the person that made chick fil a, they weren't copying off each other. But the idea was like, I need to get out there. So that is why you see, you know, like, you'll, you'll be like, Oh, I got this idea. But you might have spent a month, six months a year waiting on it to happen and you open up Instagram. There's some girl that came up with the idea. She got a million followers, a million dollars and all that stuff. And it can be discouraging, right like, dang, I lost my idea. It's like no baby girl, you can still act on that idea. That idea can come back You just need to take action. And from that she talks about fear and how fear is of service and how y'all need to just basically read Big Magic. It is such an incredible look at a creative look at how ideas are manifested. Right So that's the first thing when before we even get started on anything, just know that your idea is begging you to come out. And you can either wait and hem and haw about it. Or you can take action. So this episode is to help you take action to get the idea out there. So that idea can stay with you and grow so that you can produce it and so that it all sliders, but to nobody else now it will just because that's what ideas do. But we want to make sure that we get yours out. So how do you come up with an idea? We we have to get inspired right? A lot of times, I think we pull out our pad and our pen, and we like okay, let's be creative. But what Elizabeth says this is a quote from her book, she says, but inspiration is still sitting there right besides me. And it is trying inspiration is trying to send me messages and every form it can through dreams through portals, through clues through coincidences through deja vu through Kismet through surprising waves of attraction and reaction through the shields that run up my arms through the hairs that stand up on the back of my neck through the pleasure of something new and surprising, through stubborn ideas that keep me awake all night long. Whatever works, inspiration is always trying to work for me, right? So you are closer to your idea than you think you are right. God doesn't have to open up the heavens and throw a thunder bolt down at you that strike you for you to have an idea. It is in those small nuance quiet, freaky, you know coincidental? Oh my goodness, I was reading that two type of moments. So the first thing to do, as per usual and anything in life is to check with in write when you are like okay, how do I come up with content ideas? The first person you need to check with? Is yourself. What's been speaking to you lately? What has been resonating with you lately? What have you been talking about? What's something you've been stressing about a show that you love a podcast you've been listening to check within first, right? We always have the answers. We always have the answers. We always have the answers. But we have been trained to look for external resources to give the answers for us, right. In order for us to learn. We got to have teachers in order for us to make money, we got to have a job. And

those are all true. But a lot of times we neglect ourselves. We have the answers those silly things that you're curious about and that you stay up all night. Learning more about that ain't no coincidence, baby that's trying to get out that's trying to tell you something, right? The poetry you write the books, you read the songs you'll be singing in the shower chat. That's not by accident. Those are trying to tell you Hey, girl, remember when you used to write songs when you were younger? Why don't you pull out GarageBand and sing the song that you've been singing in the shower? Now? Is it guaranteeing that you're gonna blow up like Beyonce? Maybe, maybe not. But maybe you singing is something that'll just suit your own soul, right? But the idea of it has been trying to get out. But we ignore it because we waiting on somebody on a podcast or money in a webinar, somebody in some masterclass to give it to us when it has been in us or of law. So when you are looking for an idea, check within first asset once and I say it again, I made this podcast for go getters. That is true. But I'm the go getter that I'm talking about. Every episode that you hear is because I have gone through it. I am currently going through it. I am learning it. I am learning a new thing I just want to share but primarily I am who I'm talking to I am my audience, right. And so all the things that you've been listening to and consuming from me, I checked with him first. It was a very real experience or a thought for me. So that's the first thing I want you to do. Check within what have you been reading? What are you journaling about? What are you doing your best is talking about in the group chat? What are you struggling with and wish someone else would guide you through? That is a good one, right? What if you were your inner mentor right and your content and your mentor comes from playing big by Tara more. She talks deeply about the inner critic but she also gives us an alternative to the inner critic and introduces the inner mentor that is your highest self and you can tap into her to guide you right would it be Like day one, I want my inner mentor to say, as I struggle with being financially sound as I struggle with finding a job as I struggle in knowing my worth and relationships, you could create content from her perspective, right? What's the lesson that you recently learned? That's something that's a wealth of content, right? There was a win that you can share the process with, right? What posts are you saving on Instagram? All the things that you do all the things that are peaking interest or making you curious lately? That's a good place to start even your problems? What have you been stressing about? What keeps you up late at night? That's content right there. Right? So, for instance, I was dealing with some energy vampires in my life, right? For First of all, I've dealt with them Forever, ever. But um, it had really ramped up, of course, during the pandemic, right? Whatever. We just always looking for somebody to look, can you help me? And so from that, like, just after months of suffering from it, and figuring out how to create boundaries, I wrote a blog post about it, right? So number one, was a topic, a message or a vibe that's been resonating with you lately. Sit down and journal about that. Matter of fact, read some of your own journal, old journal entries, right girl, your journal will tell you the truth. Read, go get some of your old notebooks, from conferences that you were went to, from webinars that you took notes in,

it's a wealth of stuff there, go back and read those old planners where you had big, crazy dreams. Like my planners from 2015 talked about what I'm doing today, you know, I'm saying it was, I couldn't create a podcast in 2015, because I only had two followers. But I had said, I want to have a podcast, I want to do this, I want to do that. So I always go back into my old written word and see, they're all just gonna try to hook me up with some something I can use now. So first, always check within what has been resonating with you lately was peeking your interest. What have you been curious about? What are you in a homeys? talking about? Alright, so number two, I want you to take a trip over to Pinterest land or YouTube University. Why? Well, because those are both search engines that tell you what the heck is trending at the moment. Right? So what do I mean by that? So like, most people when they're going on Pinterest, or YouTube, unless like you're following your favorite vlogger, or whatever, most of us go on there to solve some form of problem, right? So YouTube, it can be like how to stop a leaky, you know, thing, one of my most popular videos on YouTube, I think it has like 30,000 views is me showing people how to get your keys unstuck. From the ignition of for fusion, right? People have been look I posted that made me in 2016. And I still get comments like, Girl, thank you, you saved me some money, I had to go to the dealership or whatever. So people are looking, they have a problem. And they're looking for a solution for Pinterest. Nine times out of 10 you're on there, like you know how to organize my pantry or wisdom DIY I could be doing or you know, wisdom skincare that'll help my acne. What? How do I write the best Instagram caption? How do I create an Instagram aesthetic, right? And what will happen is it'll populate all of the, you know, posts that have to do with that, right? So those are two search engines, right? The reason I want you to go there is because once you go to their homepage, they tell you what the heck is trending. And if you've been on Pinterest long enough, you should have kind of niche down your own search, right? So I would hope that you're looking for things that you like and that you talk about right so my Pinterest is heavy and fashion heavy recipes heavy on the self help and business stuff, right? So whenever I go to trending Pinterest and YouTube have that smart enough with their algorithms to know this is the content that Jessica is looking for. Here are the trends in this area. So I just graze there like okay, so you know, when when self care was blowing up, I knew it was blowing up because of on Pinterest it was blowing up right? So you want to go on Pinterest and see what what are people talking about what are people looking for right? Another cool thing about Pinterest is that when you search right so let's say you are I'm just a blogger for lack of ideas right now it ain't comments to me. But let's say you're a blogger right and your lifestyle blogger and you're like she's I don't have any ideas for this week. Well what is something that you like right you like style you like fashion well is winter now. Okay, let me look up something right. So you can type in winter fashion for women. And once you hit search up under that there are different different keywords that will pop up. So you typed in winter fashion for women, but under there, it'll be like over the age of 40. In all black outfit for black woman with black lip liner with red lips, and from

there, you can be like, Oh, here we go, I want to do a winter wardrobe, you know, haul for women over 40 done, right? So get really familiar with Pinterest and YouTube, and just kind of graze what's trending. And even if you don't do the whole trending thing, you don't have to, but you could just also go on Pinterest type in you know, your keyword like for me, it might be I don't know. What am I always looking for? How to grow my Instagram following right? Go type that in, and it might pop up, you know, making this up, it might pop up, you know, for micro influencers for Chicago bloggers or whatever the case may be. So head on over to Pinterest and get some ideas there. You can follow people and just see like if you're a DIY creator, right, and you've just hit a wall, go on Pinterest and see what other people are doing right? Again, you're not copying is not plagiarize. Well, no, it's plagiarism. If you copy it to a tee y'all don't be getting into that stuff. Okay? Be creative, but it's okay to get inspiration from other things. Because the ideas are just trying to float around. They're landing on multiple people at the same time. That's why sometimes when I post stuff, people always like grabbed me and my best friend was just talking about that. I know y'all were because this idea is trying to get itself out. So go on Pinterest, or YouTube and just graze you know what pops up when I type in, you know, a morning routine. And then you can see what other people are doing. You know, my fitness morning routine, my five minute morning routine, my one minute morning routine, my you know, vegan morning routine, my sleep deprived, I'm a mom morning routine, right? So start up there and see what resonate with you and see how you can put your own spin on it. Make sure that it's something that you actually do something that actually resonates with you something that you have experienced too, because we're not jackin other people's ideas, let me reiterate those still it. But you can absolutely say to yourself, you know what I see this person does that. Has that happened to me before? How can I add to that, you know, and put my own thoughts on it my own spin on it my own remains, please don't steal and sell people just to steal. That's not what I'm saying. But see what's resonating and see what's trending. And just go for it. Start there, see if it'll inspire you. Number three. Now this is for people that have already been in the game and have some content under their belt. So number three is you've already done the work. Can you repurpose it right? So if you've already you know, 50 podcasts deep 20 blog posts in you have 1000 Instagram posts, you're popular on Twitter, so maybe you have some cool tweets. Can you go back and repurpose some of that content? If you have a newsletter, you know, that you sent out in 2015? Can you go back and read it and update it somehow? Right? Our past self did a lot of work for us in the future. So ask her Hey, girl, do you have something that I can use today because I need your help. I'm kind of stuck and see if you can riff on some of the work that you've done in the past. Not everyone in your audience, not even your superfans have read every morsel that you've ever written every song ever spoke on. So go ahead and borrow from yourself now if you like but Jessica, I'm literally just starting out. I don't have 336 you know, blog posts. I don't have 134 podcast episodes where can I get you know the my old self help myself out? Absolutely. If you have social media going your own

Facebook posts and see, you know, did you write something? And let's say on average you get 25 likes but maybe this time you got 60 that's showing you Hey, people really vibe with that can i riff off of that was your most popular tweets you everybody write an Instagram caption? You know if you had your Instagram caption and it stretched strikes a quarter you to this day you feel like you can expound on it. There you go. So it's not even, you know, just for us O'Hair content creators to repurpose things is even for you. Did you write in your journal a passage that you don't want to share that you can again expound upon some old book report something you know what I mean? So, again, you don't have to be you know, I've had 1000 blog posts in the vault. No, even people that just write Instagram captions, or Facebook's or tweets or whatever the case may be, go back and look at your own work, right. Alright, so number four, what are The big dogs talking about now what I mean by that? What are some of the people that you love that are coming in your niche that have already, you know, built their empires or already quit their nine to five or already do what you're trying to do full time? What are they kind of talking about? Right? So for me, when I'm stuck in a rut, I might go visit super soul Sunday podcast or Oprah because Oprah has been doing this for 3040 some odd years, right? And I'm still student of this thing. You know, I'm not classically trained in podcasting, or anything like that. So it's okay for me to just be like, oh, what you're talking about over here, I just want to see, right. If you're a model, it's okay to go and watch all naomie videos. If you're, I don't know a computer programmer, maybe go back and listen to an episode of how I built this with the dude that made the Dell computers. Go back and look at what's going on with somebody that's in your industry that's already doing big things, right? They can kind of be a compass for you again, we don't want to steal but it's okay to get inspiration. Right? Because they already blazed a trail right? It is their trail that is tailor made to them. Right? So you can, Jackie Gaines, Jacques de style, but you can be like, you know what that hairstyle is? stays on a roll. He's the best wig maker, he got all the celebrities, what is he doing is different than mine. Okay, he's experimented with color. Can I get comfortable in color? Can I you know, take a class on dying? Okay, his cut skills is immaculate. Okay, can I take class on that? Are there some YouTube videos I can do? Okay, he has these relationships with the celebrities. I might not have celebrities in my life. But are there some women or men that I could reach out to to do their hair and they could post it with their, you know, on their Instagram to get more mouths more word out was a mouse, you get what I'm saying? So go and see what the leaders in your industry are doing. And by leaders, it doesn't have to be as big as Oprah or Beyonce. It could be someone small and local, but someone that you admire, in your eyes, don't steal their stuff, but be inspired. It is absolutely okay, right. Number five, ask your audience what they want to see, watch or hear. You can do a poll on your Instagram, just like like I did at the beginning of this episode. Hey, y'all, if y'all have any questions about content, let me know slide into my DMS. Do that as that right. You can dm some of your super duper fans. These are the people that like comment reshare they talk to you every day on Instagram or on Twitter.

Ask them hey, you know what, I'm trying to come up with some new ideas. I noticed you listen all the time. And thank you for that, you know, what are some things you think I could talk about? And not to say that your audience has like, the end all be our answer, right. But they should know, you know, I think so. For me, in particular, I don't go back and listen to the episodes, right? Because it gets in my head. I mean, as I'm editing, when I mess up, I stop, go back and listen to that, you know, segment that I just did edit stuff out, then I'll keep recording, right? So I listened to the episode and like fragments kinda but or I might listen to it in a hole to write out the show notes. See what I mentioned. But after that, I pretty much let it go. And we talk about why I did that. In the Create release repeat episode, which I think was about like, Instagram anyway. Um, but like your super fans, they know the tap stem. They know when you posted it, they know a screenshot of Joe's stuff. So they have such a deep connection with your work. A lot of times you can ask them now you have to do that with a grain of salt. Because you don't want to be too reliant on what other people are doing this is just to get to get your wheel spinning. Right. But as your superfans dnm ask them hey, you know, can we hop on his own car really quickly and let me know how how do you feel about the show? are you liking this intro is whatever the superfan is and it even be nicer if you can, you know, ask them for their address and maybe send them a Starbucks gift card or a handwritten note or whatever the case may be. Just really show them love and appreciation because they show you love and appreciate you all the time. And then finally, just due to work in the ideas will come right. So 100% honesty moment. I kinda was getting in a rut myself this month because again, I'm working a full time job and work has been crazy in January was super strong. I did all the work. In February comes I'm like dang what I'm gonna talk about so I had this really cool idea. For a series, but that's going to be a march because it involves other people. So I wanted to give them enough time for our schedules to sync up. So I really didn't have a February idea. So as of recording, it is Thursday. So you know, and I finished last week's podcast episodes, like on Tuesday, I was doing real good. So all week, I was like, What am I gonna talk about? What am I gonna talk about? What's the theme for February, I don't really want to do self love. Because it's February, you know, like, I already did that. Like, I was just doing all of that. So today, I literally, we had a snowstorm. So I got home early, I just opened up my notebook. And I was like, Look, talk about today. And I did exactly what I'm telling you how to do. I went through all my old podcast episodes, and I was like, Okay. You know, like, nothing stood out to me. I went to actually, I was just trying to watch YouTube this morning. As I was like, getting dressed, I was trying to watch a gossip video, I know, I said, I was gonna stop watching that stuff. But they be so good. Those little drama videos, I was about to watch that as I was brushing my teeth, but someone else's video came up about their content scheduler and how you know, they schedule out their content. And I was like, hmm, you know, what we haven't done like a creating content series, what can I do with that, and then that's when I was like, Oh, I can talk about how you come up with ideas. And I can talk about this, and then this person has come up. And

so sometimes just literally, sitting down with your notebook, and just just being quiet for a few minutes, and opening up the mic, or taking out the easel or washing off your paint brushes, something will come to you, right. And it can be frustrating, because you're like, Oh, come on, just do it. But you can't force creativity, like you can't, I don't know, it's just something about you just sit it down to do the work. And that's what I did I have the computer opener, just was writing and it was tearing pages out of my notebook. And then it just kind of all fell together. Right. So my last final bit of advice is to just start writing or painting or typing or, you know, ironing your clothes, if you're like a fashion blogger or getting your clay ready, if you're a sculptor, or start doing your musical skills, if you're a musician, and that ideas will come ideas come from the doing sometimes, right? So, open up the notebook, right? But try not to force it to be mean to it. Get up and walk away and take a breather. If you need to drink some water, go put on a random episode, you know, CSI, maybe a commercial Come on, and you'll have your aha moment but be primed and ready to do the work. And this is a bonus. A lot of times, I'll just pray like God, what do you want me to say? What am I doing? I'm kind of lost right now. Can you hook us and stuff and stuff will start flowing. And that's basically what happened to me today. And that's what made me come up with that, you know, create content idea. And once you have an idea, just just get action oriented, just start doing the work. That's what I did. I literally was like, Okay, this idea, this idea, this idea or this idea. All right, write up a quick little outline. All right, hit record, right, so that I don't get into the Oh, I don't know, did I know just take action, be swift about it, do the work and all the rest of that stuff will take care of itself. And just know that the more that you sit down with yourself and try to cultivate ideas and creativity and do your brainstorming and mind mapping and vision boards and all of that stuff, you will get better and always coming up with good content ideas, right? And again, I want to reiterate that it doesn't necessarily have to be good or earth shattering we just want you to get out get your story out get the word out get whatever that idea is out. And of course you know we got standards we want things right. But in the beginning, especially in the beginning, just start just start to do the work. So yeah, that is it for today's episode. Thank you so much for joining me. I pray that it gets your wheels spinning or how you could get your wheels spinning and get those ideas of yours out. As always, if I mentioned anything in today's episode that resonated with you but you didn't get a chance to jot it down because she was out there living your best life. Do not worry. I got your back. Everything that I mentioned will be in today's show notes just go to the Sunday jumpstart zap comm and click on episode number 109. I will be back here this Wednesday with a quick tip Quick Tip Number 25. That is our quick little fast tip minute, you know episodes where it's like okay, do this thing right now and it will help you finish your strong. Another thing that I want to announce is that I started transcribing the episodes. So, if you are more of a reader or you have some type of hearing impairment, you can go to the Sunday jumpstart. com Click on episode number 109 and a transcript will be there for you to use. What else follow along on Instagram The handle is at the Sunday jumpstart. And

that's pretty much it guys. I'm praying for you. I love you and I will see you back here this Wednesday. Until then, stay sharp. Be encouraged. Hello