

# The Top Ten Creative Rules of Thumb

By Andrew Laing & Gary Wilkinson

The Top Ten Creative Rules of Thumb

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The Affiliates Club <http://www.theaffiliatesclub.com>

1. The best way to get great ideas is to get lots of ideas, and throw away the bad ones.
2. Create ideas that are 15 minutes ahead of their time -- not light years ahead.
3. Always look for a second right answer.
4. If at first you don't succeed, take a break.
5. Write down your ideas before you forget them.
6. If everyone says you are wrong, you're one step ahead. If everyone laughs at you, you're two steps ahead.
7. The answer to your problem "pre-exists." You need to ask the right question to reveal the answer.
8. When you ask a dumb question, you get a smart answer.
9. Never solve a problem from its original perspective.
10. Visualize your problem as solved before solving it.

This list has been reproduced within many sources and it was actually shown to us at a seminar we attended 3 or 4 years ago. Many people claim to be the author of it. Whoever wrote it though had a good grasp of understanding the principles of basic creativity.

Andrew Laing & Gary Wilkinson  
Co-Owners of The Affiliates Club

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