

THE CREATIVE CURVE

How to Develop the Right Idea at the Right Time

ALLEN GANNETT

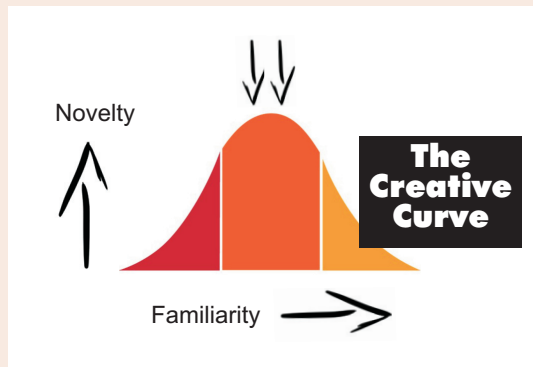
ALLEN GANNETT is the founder and CEO of TrackMaven, a marketing data and intelligence consulting firm. TrackMaven focuses on marketing analytics and aims to help brands evaluate the effectiveness of their social, content and digital advertising. TrackMaven's customers include General Electric, Microsoft, Marriott, Fidelity and several other Fortune 500 companies. He is also an online contributor for Fast Company and an early-stage technology investor through Acceleprise Ventures. Allen Gannett is a graduate of the George Washington University.

The website for this book is at: www.thecreativecurve.com.

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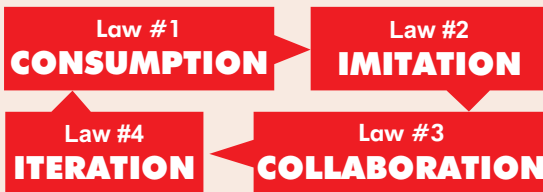
MAIN IDEA

The key to creative success is to come up with something which hits the sweet spot on "The Creative Curve" – an idea which is familiar enough that people intuitively know what it is and yet which also has an undeniably novel twist.



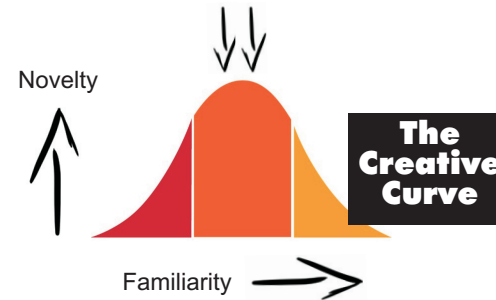
To hit that sweet spot, all of history's greatest creative geniuses have systematically applied the same four laws:

The Creative Curve Laws



- They relentlessly consume to plant the seeds.
- They start imitating so they learn the constraints.
- They build communities of collaborators.
- They systematically iterate until they come up with something new which is just the right blend of familiarity and novelty.

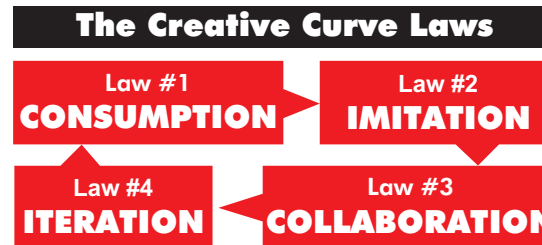
When you're innovating, don't generate totally radical ideas which nobody gets. Follow the process. Apply the four laws.



Dispelling the myths of creativity Pages 2 - 3

Most people tend to labor under what can be termed "The Inspiration Theory of Creativity" – namely that to be creative, you need exceptional talent (like Steve Jobs) and a eureka moment where you have a flash of sudden inspiration. That simply isn't true. Numerous studies have now shown there is a science behind coming up with real-world creative ideas. And more importantly, this isn't something you have to be born with. Anyone and everyone can work to master the science of creativity.

The Four Laws of the Creative Curve Pages 4 - 8



The Four Laws of the Creative Curve are the patterns successful creators use to come up with ideas which end up being commercial success stories. The four laws are:

Law #1 – Consumption

To innovate in any field, start by going on a consumption binge. Keep going until you know from personal experience what is familiar, what is good and what is creative.

Law #2 -- Imitation

Next you analyze what patterns the successful people in your field follow and start generating works which closely follow that pattern. You imitate the leaders.

Law #3 – Collaboration

You then get together with a creative community and kick around some new ideas. It's helpful to collaborate with people who disagree strongly as well as the like-minded.

Law #4 – Iteration

The final step in creativity is to get some early examples of your work out there generating feedback. You then use feedback to identify how to attract more customers in the future.

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