



# Looking For Your Mojo?

Here are some tips to jump-start it:

Break a complex project down into its parts, and then do those parts first that come easiest to you. The confidence you gain by having some of the project completed can help you with the harder parts.

Think back over the past few hours. What words or images made you sit up and take notice? Jot them down, being as descriptive as possible. If they grabbed you, they will probably grab someone else.

Get out of your workspace. Even five minutes talking with your cube neighbor about your project can help you get a fresh perspective.

Finally, don't be afraid to experiment—very few people can knock it out of the park with their first few swings. There are many ways to tell your company or client's story!

Austin Powers lost it, Muddy Waters worked it, and Jim Morrison found it hidden in his name. So what is "it"? As Austin Powers would say, "Mojo, baby, yeah!"

Unfortunately, creative mojo can be a fickle friend. Designers, writers, and other artists can find their mojo missing when they need it most—and the harder they look for it, the more elusive it can be.

So what can you do if you find your mojo seems to have checked out for the day?

## Suggested Mojo Reading

### **Making Ideas Happen:**

*Overcoming the Obstacles Between Vision and Reality*  
- by Scott Branson

### **Disciplined Dreaming:**

*A Proven System to Drive Breakthrough Creativity*  
- by Josh Linkner

**Resonate:** *Present Visual Stories that Transform Audiences*

- by Nancy Duarte

**Drive:** *The Surprising Truth About What Motivates Us*

- by Daniel H. Pink