

CREATIVITY ON DEMAND: STUMPING WRITER'S BLOCK

Author & book coach Lisa Tener shares proven methods for consistent productivity and an end to writer's block.

Saunderstown, RI. Authors throughout time have struggled with writer's block—from Tolstoy to Hemingway to Virginia Woolf. Since 2005, book writing coach Lisa Tener has helped weaken this barrier to creativity by teaching a system for productive writing to thousands of people nationwide.

Tener said, "Feeling blocked can become a habit. Just as easily, one can develop the habit of writing with ease. Once writers have a system for writing in the zone, they tend to take off."

Discovered while she co-authored the book *The Ultimate Guide to Transforming Anger*, Tener has taught her system to: aspiring authors, artists, entrepreneurs, URI professors, and doctors at Harvard Medical School's CME Publishing Course. With a portfolio of published authors—from top publishers like Simon and Schuster to smaller publishers and self-published authors—Tener speaks from experience.

"Every writer finds his or her own way out of writer's block...or not. The cure usually involves some kind of ritual—writing at the same time of day, in a certain place, with rabbit's foot keychain worn around the neck—we all have our quirky methods. The tools I teach are a bit more systematic" said Tener. "Maybe it's my MIT training. I tend to go for structured systems. As creative people, we often resist structure, but the truth most published authors have discovered is that structure actually frees us."

Tener said that you can't come to the writing process—or any creative process—expecting consistent artistic flow unless you take time to clear your plate, your environment and your mind. "After that, I have people connect to their overall vision for a project, as well as the goals they want to accomplish in the present writing session." After two additional steps, Tener has people focus on gratitude.

Said Tener, "If you focus on what you did accomplish in a writing session—even if it was only a fraction of what you wanted—you set yourself up for greater success over time. You send a positive message to your subconscious. If you focus on what you didn't get done, you create discord that makes it harder to connect to your creativity—a downward spiral. Even if you write nothing, just give thanks for the time you took to write and honor the creative process."

Tener believes the fallow period often creates space for creativity the next time you write. "Recently, a student in my book writing class wrote only two sentences in two hours. She focused on the fact that she took the time and, the next time she wrote, it flowed with ease."

As an expert source, Lisa Tener can discuss:

- Why this economy offers the perfect time to write a book and become a published author.
- How to get started writing a book.
- Strategies she and her clients used to get publishing deals in this competitive environment.
- Tips to grow one's online following and author platform to get published and sell books.

Lisa Tener serves on the faculty of Harvard Medical School's CME publishing course and offers book writing courses locally and by teleseminar. She has appeared on ABC World News with Peter Jennings, NiteBeat, New Morning, Health-Beat, and PBS-TV. Her book coaching clients have signed publishing contracts with Random House, Simon and Schuster and other major publishers and appeared on Oprah, CBS Early Show, Huffington Post and much more. More information can be found at www.LisaTener.com. Lisa Tener's Writing Blog is found at www.LisaTener.com/blog.