

# The Creative Pursuit:

Writing an Idea and Selling It  
with Sameer Gardezi

*“I love to be creative but I hate  
to create.”*

# My Story

# The Road Map

- Creating Your Idea
  - Building Your Base
  - Branding Your Vision
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# Creating Your Idea

# Your Ideas are a constant tool of regeneration

*“I write all the time... I just don't know how to finish anything...”*

-Mind to Pad

-Journaling

-The Art of Outlining

-Rewriting is Writing

*“If I waited till I felt like writing, I'd never write at all.” - Anne Taylor*

# Building Your Base

# Building lifelong and effective relationships

*“I just like being creative. I don’t want to actually have to deal with people.”*

- Putting yourself out there
- Everyone is an asset or a story
- Ask for help when you need it!

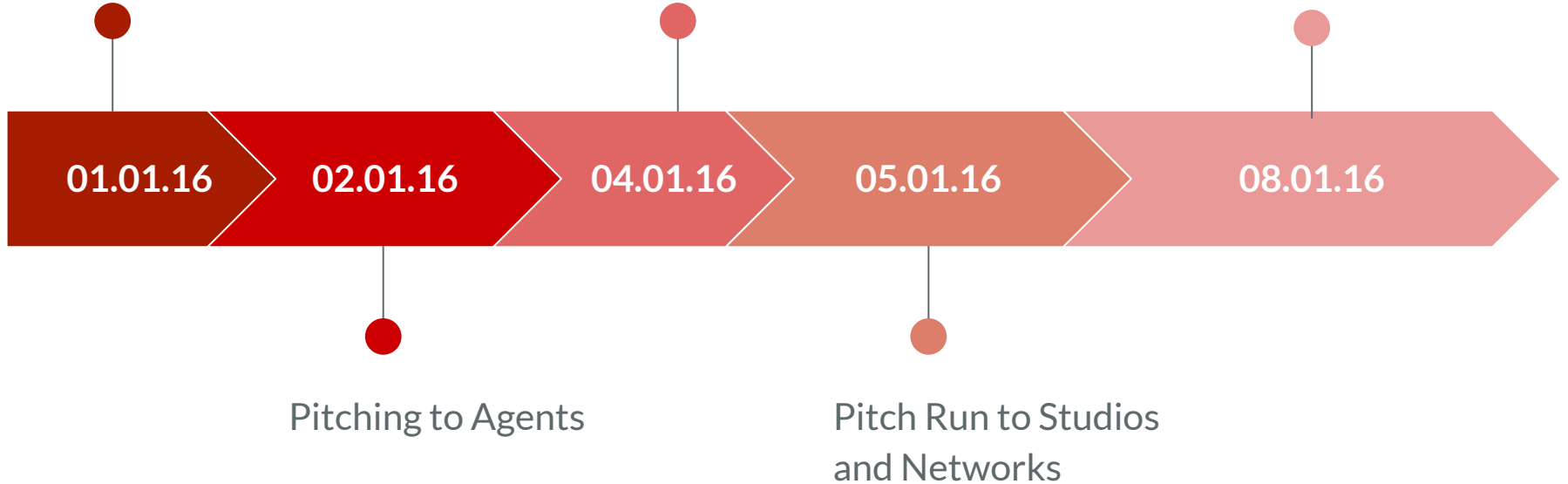
*“I’m writing a book. I have the page numbers done.” - Steven Wright*



I got an idea! I am  
the smartest  
person in the  
world!

Pitching to  
Producers

***Sold!***



# Branding Your Vision

**Branding** is your long term career, writing is your day job

*“I don’t know what I want to say...”*

Building your canon of work

Long term vision

Continuing to tell your story

*“Writing the last page of the first draft is the most enjoyable moment in writing. It's one of the most enjoyable moments in life, period.” - Nicholas Sparks*

Time to Tell Your Story

# Storytelling Exercise

- Choose an area below for your two minute story:
  - *What is one of the most embarrassing moments you've ever had in the workplace?*
  - *What was the best birthday you've had as an adult?*
  - *If you had to pick any character from a television show or film, who would you choose?*
  - *What was one of your favorite memories during recess or break in grade school?*
  - *Describe how you first told someone you liked them*
- 10 minutes to prepare
- Be creative! Be specific! Dig deep! Have fun!