



## How to Choose Your Just Right Project

### Lesson #1 – Choosing is the Ticket Price to a Creative Life

Choosing is a scary thing. Especially for writers and creatives.

As they say, we have more ideas before our 6am cup of coffee than most people have all day.

But with there only being 24 hours in a day and us being human and all, we can't attend to every one of our ideas.

So we have to choose and generally that kind of thing makes us nervous.

#### Here's why: Choosing means...

- You have no more barriers between you and taking action.
- Saying no, at least for awhile, to all your other yummy ideas and possibilities.
- Deciding something is worth putting the effort into, something you choose, something you elevate into action because it matters to you.
- Acknowledging that you're going to come up against confusing, difficult, lost, frustrating places where you don't know what to do next. Where you can't do something exactly the way you dreamt of doing it.



- Owning you want something. That you have a hunger. An appetite. A desire.
- Owning your power, your intelligence, and your abilities.

**That's enough to make you not want to choose. Ever. Right?**

Well, that's not a solution. Not if you want to create something meaningful anyway.

So if you're going to have to choose anyway, instead of kicking and screaming about it, figure out a way to manage the fear that comes with it.

Not by trying to ignore your fears or pretend they don't exist. That only makes them stronger.

But by appreciating and accepting them.

What you're able to welcome with love - without identifying with and without collapsing from - can change and become fluid channels for you to move through.

What you judge and deny sets up like concrete around your feet and you can't soar with concrete feet!

The truth is, fear is never going away -- it's always going to be present in your life because it's part of our wiring. But the the equally powerful truth is that you can love it into a new shape. You can love your way through fear without ever letting it rule you.

As [Elizabeth Gilbert described it so beautifully](#), your fear is not special and more importantly it's the least interesting thing about you. It's just the regular, garden



variety, Walmart issued fear that we all came with. Thank it for being there when you actually need it but please don't let it stop you from creating.

Okay, now that we've settled that (oh, if it were only that easy, right?) let's move on to an exercise so we can get this choosing party started.

## THE EXERCISE

1. Write down every single project or part of a project you're considering doing over the course of the next seven weeks. By "part of a project" I mean if you have a project you can't finish in seven weeks, like write and publish a 700-page historical novel, renovate your kitchen, or go from the couch to running a half marathon, then what part of that novel could you write, what part of the kitchen could you plan or start, what part of the training could you begin?

Take 15 minutes and write down every project on a separate piece of paper. Or better yet, write it down on this handout: [My Super Scary Sh\\*t List](#).

2. Look back through your list. Was there an idea that you were too afraid to write down so you skipped it? If so, write that project(s) down on a piece of paper.
3. If you feel like you might not have gotten to the core of what you want or gotten all your possibilities out, do a free write (keep your hand moving) using the prompt "What else?" for 5 minutes.
4. Spread out all of your ideas and projects in front of you. Read them over. Take out any that feel crappy or heavy or make you feel that you'd have to drag yourself through the mud to do them or that have a silent "I should" in



front of them. As in: I should want to run a 5K. I should want to start a non-profit for kids to teach them meditation. I should want to get more clients.

It's not that you can't have these things, but if they feel like a should right now, take them out. Take no more than 5 minutes to do this sorting. For real!

5. If necessary, rewrite any projects that don't currently reflect exactly what you want and what motivates you. Don't worry about precision here but rather tweak any ideas that you do want but the form isn't quite right. For example, maybe you wrote "write every day" and you do want that... but it's not quite what you want. So play... maybe it's write about anything every morning with my coffee... or maybe it's read what I really want every morning for 30 minutes and write some notes about why I like it... or maybe it's write a blog post that's directly related to building my business every week. Why is it important to do this step? Because desire and specificity matter!

When you tap into what you really want, and why you want it, without trying to make it tidy or pretty or what we think we should want - you liberate so much energy! You make it easier to do the things that have to be done to realize your dream. You tap into intrinsic motivation rather than looking for it outside yourself for rewards. And you own that this is your one life and nobody else gets to live it but you.

6. Spend no more than fifteen minutes tweaking any projects that feel close but not quite juicy enough. Don't spend a moment worrying about it being perfect. That's fear nattering on again. Don't go more than fifteen minutes. Giving yourself too much time doesn't help you choose!
7. Put all your projects into a box or a jar or some kind of receptacle. Place them where you can see them several times a day!



Okay, before I sign off I want to give you a little choosing your scary sh\*t pep talk.

Here's what I feel compelled to say.

You are NOT picking a project for the rest of your life. You are picking one project to do over the course of 7 weeks.

You are NOT choosing a project that will be your seminal work on anything. This is a quick seven weeks.

If you pick a project and you get bored after 2 weeks, I promise that you will not die. You will just be a little bored. And here's the deal with boredom - it's often a signal that you're about to have a breakthrough.

You can still do other things you love... like sketching or ice skating or making homemade pizza or taking photos. This one project will simply be your main creative focus for this seven weeks out of the 4,000 or more weeks of your lifetime. So, don't let fear convince you that focusing and moving forward is a death sentence for your creativity! It's the exact opposite. Creativity needs containment to flourish!

When you choose this project, make a promise to yourself to do it, and then you straight up finish it? Even if it didn't go perfectly. (It won't.) It'll be like you were just sprinkled with some magical fairy dust. Following through and proving to ourselves that we can be trusted and that our word means something to us is off the charts empowering. And once you know you can count on yourself to do hard things, there will be no stopping you when your next project idea comes knocking.



Here are a couple of more resources for you:

- [The Breath-Taking Benefits of Finishing](#)
- [The Greatest Myths about Choosing Ever Written](#)

Lesson two is coming soon so stay tuned.

Love,

Jen