A TECHNIQUE FOR PRODUCING IDEAS

1. GATHER MATERIAL
   specific & general
   - INDEX/ORGANIZE DATA
   - SCRAPBOOK

2. THINK
   make connections
   - WRITE DOWN EVERY POSSIBILITY

3. RELAX
   mental break
   - EXERCISE
   - WATCH A MOVIE
   - GO FOR A WALK

! idea appears
   - WRITE IT DOWN

5. REWORK
   fine tune
   - EXPAND/CONTRACT TO STRENGTHEN

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