



# Creative Process Workbook

**Get writing using the  
creative process outlined  
by Deepak Chopra**





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In Deepak Chopra’s video, he outlined the nine I’s in the creative process. These include:

1. Intended outcome
2. Information gathering
3. Information analysis
4. Incubation
5. Insight
6. Inspiration
7. Implementation
8. Integration
9. Incarnation

Deepak’s discussion was about the full process—from the idea phase to creation of the final product. While this provides great insight into what you’ll be experiencing as you write your book, you can’t plan the whole process. But for now, you can get started on the first few steps.

Let’s begin with **intended outcome**. In the space below, write out your vision for what you’re working on. What is the basic message of your book? Who is the audience? What benefit will they get from reading this material?

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The next step is **information gathering**. Sit down and assess where you are in this process. Does your topic require some scientific backing? If yes, do you have the studies you'd like to feature? Do you need success stories from people who have used your process? Do you need to do more research on who the audience is? In the space below, write out the pieces you still need to get in order to create your book.

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The next part of the **information gathering** phase is planning. Now that you have a list of things you still need to gather, take some time to brainstorm where you'll get these things.

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Okay! Now it's time for **information analysis**, which is a hard thing to do in this small area—and you can't do it until you've actually gathered the information you need. So the suggestion for this step is simply for you to make a plan. Once all your research is gathered, how will you dedicate yourself to its analysis? Will you set aside an hour each morning before you go to work? Will you take a day off work? Will you take an entire weekend away? Just sit and think how you might create the most productive environment for this analysis phase.

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And the last thing you can plan: **incubation**. What techniques work for you in an effort to let your subconscious mind process what you've learned? At one point, I was talking to one of the editors here at Hay House, and she told me her process when she's editing the first round of a manuscript: Read through the full manuscript, don't edit anything, spend a day thinking about it, and then set it aside for at least a week. She doesn't think about it or revisit it, but during that week, her brain processes the material in the manuscript. Then when she comes back to it, she has insight into the best way forward with editing. Think about your life. How do you synthesize information? What has led to insight in previous projects?

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## Going Deeper on the Writing Journey

If you'd like to go deeper into this journey to becoming an author, please **join Reid Tracy**, the CEO of Hay House, and **Kelly Notaras**, the Founder of KN Literary Arts, for their

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