

Block-Buster

Info and Inspiration for Creatives: January 2018



FEATURE

Audience Relations

For some of us, facing an audience is an excruciating experience. Shyness and a fear of being misunderstood are just two reasons we may find ourselves hugging the gallery wall or hiding in a back room, willing the

event to be over. Love them or dread them, encounters with the public are vital to your development as a creative person and it pays to learn to handle these situations comfortably.

Intelligence gathering

You can learn a lot from people's comments, whether flattering, critical or uneducated - it's all valuable information. Ask people what made them want to attend your event, and whether your work touched them in some way.

If it's shyness that's holding you back, consider whether you're the only one feeling ill at ease. If you can calm your own anxiety and put bashful fans at ease, you'll create an indelible, positive memory for them.

The Cost of Aloofness

You never know who might become a collector of your artwork or a lifelong devotee of your writing or music. Fans who are primed to buy your work will be disappointed or hurt if you radiate contempt at the book signing table, don't bother to come out from backstage after a performance or fail to turn up for your exhibition opening.

Avoiding your audience could even affect sales. Your work may mean more to your fans if they've had a chance to meet you, and that might make it more likely that they'll buy from you.

Set reasonable limits on fans' access to your personal life, but don't miss out on the possibility of increased sales and pleasant chats with the people who come to see your work.

What's your vision of a better relationship with your audience? Can you overcome your shyness or disdain enough to cultivate your fans? What would make this part of your creative life enjoyable and rewarding?



BOOKSHELF

Writing as a Path to Awakening: A Year to Becoming an Excellent Writer and Living an Awakened Life

by Albert Flynn DeSilver

Sounds True, Boulder, Colorado, 2017

Poet, novelist and speaker DeSilver proposes combining a regular writing practice with daily meditation. Describing the interplay between the two activities, he says: "Attend to silence and to beauty, for these are your greatest sources of insight and creativity."

DeSilver outlines his own writing process and provides some unusual free-writing exercises. In one, images from a week of daily mindful photography serve as a collection of writing prompts. He also talks about the power of poetry to "inspire awe and wonder, to incite great writing."

Lyricaly written, both practical and sublime, *Writing as a Path to Awakening* offers a fresh approach to all creatives seeking to establish and maintain a daily practice.



BRIGHT IDEAS

Keeping a metaphor log, suggests Daniel Pink in *A Whole New Mind: Why Right-Brainers Will Rule the Future*, can yield new ideas and make life feel more vivid.

Pay attention to the metaphors that turn up in the media or are used by people you meet and note them down in your log. What paintings, choreography or written pieces could these metaphors spark?



COACHING NEWS

In December 2017, I met my goal of becoming a certified creativity coach and moved my practice to Ottawa, Ontario.

I have spaces for in-person and telephone coaching this winter. Please contact me via email at clare.thorbes@gmail.com or call 1-613-296-5207 to arrange a free first consultation.



WISE WORDS

"Sensitivity is the setting sun, it's the gateway to the look-within place, it's the deepening place. It's what depression is for. It's to drive you in to face yourself and to correct yourself."

— Joni Mitchell

Joni Mitchell: In Her Own Words

Clare Thorbes

Clare Thorbes is a creativity coach and a visual artist specializing in portraiture. She helps writers, artists and performers overcome creative blocks and build a fulfilling life in the arts.

[About Clare](#)



Learn more about Creativity Coaching

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