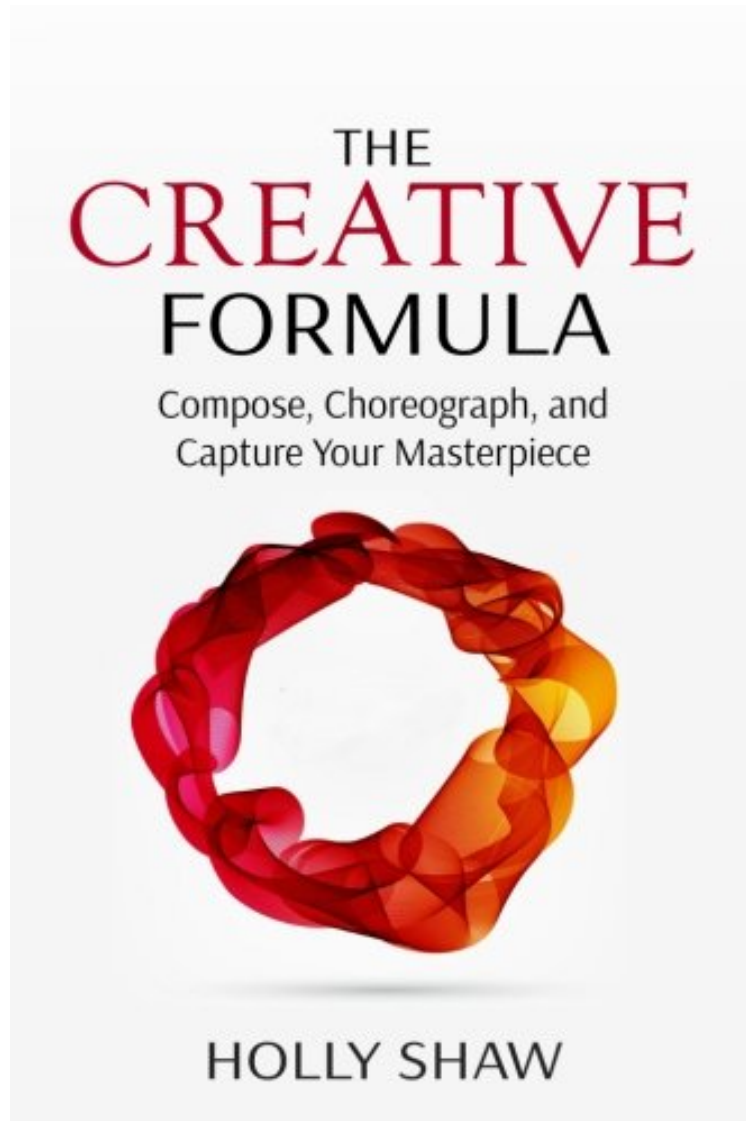


The Creative Formula: Compose, Choreograph, and Capture Your Masterpiece

Holly Shaw

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Holly Shaw : The Creative Formula: Compose, Choreograph, and Capture Your Masterpiece before purchasing it in order to gage whether or not it would be worth my time, and all praised The Creative Formula: Compose, Choreograph, and Capture Your Masterpiece:

3 of 3 people found the following review helpful. Full of gems AND tools for the creative processBy Kysha MitchellLet's be real, for most creatives there is a certain amount of inspiration, beauty or tragedy, skill and tools

needed in order to successfully create anything. I love how Holly Shaw takes this often chaotic blend of what is needed and packages it with honesty and expertise, into exactly what it says in the title: a Formula. After 25 years as a professional dancer and clothing designer, I appreciate the exercises in the book that help with cultivating the desire environment to create (it isn't always there!), connecting to and trusting your "deep inner voice" and capturing all those brilliant ideas that can slip away. As a success coach, I know the true gem of *The Creative Formula* to be the mindset shifts that will occur from using this book for your creative work. She uniquely deals with issues of self-worth, self-sabotage and working in community with stories, humor and powerful tools. This alone will help any creative out of their ruts and onto the stage to shine.

3 of 3 people found the following review helpful. The kick in the pants for your creativity you have been waiting for. By Beverly Martin

The Creative Formula is as much about finding your inner genius, a topic dear to my heart, as connecting with your creativity. This is no 'airy fairy' creativity book; Holly addresses the genuine challenge of bringing your creative spark into your everyday world. She faces squarely what most of us face. We could get pulled away by the urgent and important things to do in life to pay the bills and miss the most essential- to be yourself out loud whatever your creative expression. Holly's story is inspiring and the book an enjoyable guide to connecting with your creative mind, handling the inner critic and removing obstacles to getting your creative self in action.

2 of 2 people found the following review helpful. A transcendent read for cultural creatives

By Victoria

I am a spiritual leader in my community. I'm in front of classes, congregations, and groups large and small on a regular basis. The straightforward principles in '*Creative Formula*,' apply to my work and life. I found myself smiling, nodding my head in agreement and thinking about where I could apply Holly's insights in my setting. I had the opportunity to read '*Creative Formula*' while I was in the middle of reading '*Brothers Karamazov*.' To my delight, Holly Shaw has gifted us with a book that's a worthy companion to Dostoyevsky. The wisdom and experience she shares are the same guiding techniques that I find in the spiritual disciplines. Holly gives us the tools to put ourselves and others into a creative mindset; to access the divine. Her setting is dance, art, and theater, however, in my experience her instruction transcends these areas into all aspects of our lives. Dance Instructors: Add this book to your required reading. Sojourners on the path of the spirit, do the same. Join the dance. Buy this book for yourself and your creative partners.

The Creative Formula has helped thousands of artists go from wild inspiration to polished work using a proven-effective three step method. This powerful and easily accessible book will hold your hand through the dark tunnel of your creative path and show you the way out.

About the Author Holly Shaw is a leading expert in creativity and performance owing to her thirty year career performing on TV, in film, and on stages all over the world, combined with her experience as a hypno and somatic therapist, creativity researcher and coach. Shaw facilitates workshops in performance and creative composition, is a sought after speaker, and coaches all kinds of performing artists, from Grammy-nominated singers to world-class dancers, in the San Francisco Bay Area where she lives as well as New York, L.A., and internationally. Find out more at PerformersandCreatorsLab.com