

13 QUESTIONS TO UNLEASH YOUR NEXT CREATIVE SEASON



1. DO I OWN MY SCHEDULE OR DOES MY SCHEDULE OWN ME?

Entrepreneurs are notorious for jam-packed schedules—back-to-back meetings, endless tasks, and constant firefighting. Ask yourself: are you creating your schedule based on your priorities, or are you letting your business, clients, and external demands dictate it? Creative seasons begin when you intentionally design your days, allowing time for reflection, imagination, and personal well-being. If your schedule feels like a standing-room-only music festival, it's time to regain control by being more selective and purposeful with your commitments.



2. AM I LETTING GO OF PAST FAILURES AND SETBACKS?

The fear of failure is one of the biggest creativity killers. Are you still holding on to past mistakes, missed opportunities, or failed projects? If so, it's time to let go and move on! Strangely, creative seasons often begin just after periods of failure or frustration. Instead of letting these setbacks hinder your progress, use them as learning experiences that fuel your next move. Ask yourself: how can I reframe past failures to help spark new ideas? Stop beating yourself up and free up your mind for creative thinking.

3. AM I CLEAR ON MY VISION?

Before you can embark on any creative season, you need to have a clear understanding of where you're headed. Vision is the driving force behind creativity. Are you clear on your long-term goals and the impact you want to make? Creative seasons thrive in the current of the river, not in the aimlessness of the ocean. You need boundaries and momentum (like a roaring river) to get your creative season moving. Take a moment to reflect on your mission—both personally and professionally. When you're aligned with your bigger purpose, the creative ideas will flow more naturally.



4. AM I DELEGATING ENOUGH?

Entrepreneurs often wear many hats in the early stages of their business, but as you scale, failing to delegate becomes a massive obstacle to creative seasons. Are you still handling tasks that could easily be delegated to others? Whether it's hiring an assistant or outsourcing routine tasks, delegating frees up your time for higher-level strategy and growth. If you're struggling with this, ask yourself: am I holding on to tasks because I don't trust others or because I haven't found the right team?



As a high-level entrepreneur, you've likely experienced seasons where your creativity and innovation are at their peak, as well as times when it feels like you're running on empty. Creativity isn't just for artists or designers—it's essential for leaders, visionaries, and business owners like yourself. Whether you're developing a new product, rethinking your strategy, or expanding your business, creativity is at the heart of successful growth.



What gets in the way of your creativity? Lack of purpose or vision, stressed relationships, and a jam-packed schedule are a few of the barriers that prevent the start of my creative seasons. One of my mastermind colleagues mentioned another barrier saying, "Nothing squashes creativity like money stress." He's right! But these factors will always be there to some degree.

The path to creativity is never clear of obstacles. Starting a creative season requires that you and I cut through the noise in order to set the right mindset and mental clarity to thrive. Before diving into your next big creative project or business venture, it's critical to pause, reflect, and make sure your mind is in the right place. To help you do that, here are 10 essential questions to ask yourself to prepare your mind for your next creative season.

5. Am I Living in Alignment with My Values?

Freedom of creativity isn't just about clearing space in your calendar. It's about aligning how you spend your time with what matters most to you. Are you dedicating time to the things that truly light you up—whether that's family, personal development, travel, or hobbies? If you're constantly sacrificing these for business demands, it's a sign that you need to reassess your priorities. Creative moments come when the most important things in your life get the time and attention they deserve.



6. How Much Time Do I Spend in the Present Moment?

Entrepreneurs often live in the future, always planning for the next milestone, the next big goal. But true creativity includes the ability to be present in the here and now. Are you able to fully immerse yourself in moments with family, friends, or even in personal reflection without your mind constantly wandering back to work? If not, slowing down and setting clear boundaries around work can help you be more present and enjoy your life as it's happening. Experienced entrepreneurs often say, "The journey is the destination."

7. How Often Do I Say "No"?

High achievers are often people pleasers—wired to say “yes” to opportunities, projects, or clients out of fear of missing out. However, saying “no” is essential for protecting your energy and creativity. Every “yes” to something that doesn’t align with your highest priorities is a “no” to something more important, like time with family, self-care, or strategic growth. Are you saying “no” enough to things that don’t serve your ultimate goals?



8. What Is My Current Mental State?

Your mental state is the foundation of your creativity. Anxiety and depression makes it nearly impossible to tap into your most creative ideas. Take stock of your current mental health and well-being. Are you calm, focused, and energized, or are you feeling scattered and drained? If you’re not in the right headspace, it may be time to address those issues before diving into your next creative project. Remember, a quiet mind fosters creativity.

9. Am I Surrounding Myself with the Right People?

Are you surrounded by people who challenge your thinking and give you genuine appreciation and feedback? Or is everyone around you just telling you what you want to hear? Creativity thrives in a supportive and stimulating environment. Make sure you have challengers in your life like my mastermind colleague Luke. Even if he wholeheartedly agrees with my plan, he will take the time to challenge my vision or approach. I've learned to treasure this and you should too. Make sure you're surrounding yourself with people who inspire you and push you!



10. Am I Taking Care of My Body?

Creative seasons require energy, and that energy doesn't just come from motivation alone. It's important to take care of your body with exercise, rest, and nutrition. If you haven't tried it in a while, ketogenic dieting (keto, carnivore, etc) is one way to overcome a foggy brain and sluggish body. Running and long walks are quick and easy ways to stimulate your physical and emotional self. If it's been a while, do a couch-to-5k training and watch your creativity begin to flow again.

11. What Am I Consuming Mentally?

The world is a noisy place. If information is an ocean, we are scuba divers deep below the surface feeling the pressure from all angles. Don't forget that we humans were not designed to carry the weight of the world. What kind of media, books, and conversations are filling your days? Curate your mental diet to fuel your creativity. Engage with material that challenges your thinking and broadens your perspective. Remember, the quality of what you put into your mind directly affects what you can create.



12. Is it Time to Change Up My Routine?

While routines can be great for productivity, they can also become creativity killers when they turn into ruts. Creativity requires novelty and fresh experiences. If your routine has become stale, shake things up. When I need a change of pace, I set up my workspace at Panera Bread or McDonalds just to change things up. Try working from a different environment. Change up your workflow or techstack. Breaking out of your routine can spark a new creative season.



13. AM I GIVING MYSELF PERMISSION TO FAIL?

Finally, allow yourself to screw up from time to time. Many high-level entrepreneurs struggle with perfectionism, and while striving for excellence is important, it can stifle creativity. "Anything worth doing is worth failing at," is an expression I'll never forget. Are you giving yourself permission to experiment, fail, and try again? Creativity thrives in an environment where failure is seen as a stepping stone to success, not something to be avoided at all costs. Take the risk of creativity. You will learn something from each failure.



TAKING BACK CONTROL OF YOUR TIME AND CREATIVITY



A robust creative season is not just a dream; it's a conscious decision that requires effort and focus. The good news is, by asking yourself these questions and taking proactive steps, you can design a season where your time serves your highest goals and values. As a high-level entrepreneur, you've already demonstrated a remarkable ability to shape your business and achieve success. Now, it's time to apply that same intentionality to your creativity.

Start today by evaluating your schedule, delegating more, setting clear boundaries, and aligning your time with the life you truly want to lead. True entrepreneurial success means not just achieving financial freedom, but also having the freedom to handle your time and creativity how you want to. After all, isn't that what you set out to achieve in the first place?

Creativity is a muscle, and just like any muscle, it needs to be nurtured, trained, and given space to grow. Take the risk of spending your time and money on setting the stage for your best creative season yet. It may not seem as important as paying that next expense or working through the weekend, but taking definable steps to unleash your next creative season is paramount to your success as an entrepreneur. It's time to invest in this! The more intentional you are about nurturing your next creative season, the more fulfilled you'll be as you navigate your entrepreneurial journey.