

# 9 WAYS TO THINK ABOUT CREATIVE CONTENT



1.

# Put to other uses



"In what new way can I  
use this idea?"

2.

# Adapt



"How can I adapt this idea  
to make something new?  
What does this idea  
suggest?"

3.

# Modify



"What can I change, the colour, the speed, the shape etc."

4.

# Magnify / Minify



Make the idea bigger?  
Make the idea smaller?  
What do I get?

5.

# Substitute



"What can I use instead of this? What could this replace? Change the time, the person etc."



6.

# Rearrange



"A pattern has been made.  
How can I change the  
pattern, appearance or  
anything else?"



7.

# Reverse



"Can we do it backwards?  
What if we started with  
the end?"



8.

# Combine



"Can I blend this idea with another? Can I make an assortment?"

9.

# What if?



The two most powerfully creative words of all. Combine with a quota for even more power. Aim for 50 - 100 what ifs?

# COMING SOON

Keep your eyes and ears open for a  
brand new podcast

## Jelly Trumpet

All about being creative and refining  
your imagination.

Adapted from the Osbourne Checklist also known as SCAMPER.

