



It all starts with you



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CREATIVITY HAS A PATH
FIRST THERE IS THE CREATIVE SPARK
SECOND COMES THE IDEA INTO OUR CONSCIOUSNESS
THE THIRD STEP IS TO TURN OUR THOUGHTS, IDEAS & DREAMS INTO REALITY

... BUT IT ISN'T ALWAYS THAT EASY





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I believe every creative deserves to follow their dreams, realise their creative potential and make their dreams happen, to follow their passion and be an inspired, authentic and empowered creator ... but more than that, I understand from first hand experience what it is to have that dream, to feel that creative potential stuck deep inside of you, to not be able to quite grasp that inspired thought that you know is within you - to feel trapped by low self worth and debilitated by lack of self belief. I know the impact that lack of purpose, clarity and direction has on our dreams and the frustration of that aimless wondering. I know what it is to live with that yearning, that constant longing and searching, and not knowing what it is I was looking for - just knowing that deep inside of me that something was longing to emerge. I know what it is to be so paralysed at the thought of being seen and heard and feel like I'm just not good enough. And, I know what it is to fall out of love with doing what you love and how ultimately how all of this silences our authentic creative voice, stopping us from getting out there, making our dreams happen and realising our creative potential.

I also know what it is to be living life on the other side of those fears, blocks and limiting beliefs and find that creative fulfilment we yearn for, deserve, as an authentic creator.

Being creative isn't just about being artistic, it's about asserting individuality - creativity enables meaningful connection, with ourselves and the world around us. It's how we speak our truth, express ourselves, how we share our experience of the world, access our imagination, get curious, explore, discover. It's about creative thinking, innovation, solution finding, resourcefulness. It's about how we dress, smile, and show up in the world. It's a part of who we are as a fully functioning human being.

Fulfilment, authenticity, empowerment, resilience, reimagining, soulful expression - being creative is about that something more that's deep inside each and everyone of us that is waiting to emerge. It's about trusting in ourselves, even when things are going wrong ... it's a way of being that we have, over time - through no fault of our own, become separated from.

The journey to authentic creativity is healing in motion. It is the unbecoming of everything we thought we were meant to be, feel we should be or are afraid of being - and the unfolding of who we are. It's not about changing who we are ... it's about remembering and reconnecting to our authentic self. And, if we don't know how we are getting in our own way (consciously or unconsciously) we can never take those thoughts, ideas and dreams beyond the limitations of our own mind.

Creative block isn't just about not being able to find that spark of inspiration and being disconnected from our Creative Self, it's also about how we limit our creative potential. Some of us are aware of how we do that - others are not.

We've got to stop dealing with the symptoms of creative block and get to the root cause.

Understanding our saboteurs - the mental constructs we've created, and the dance they have with one another is the first step to unleashing our creative potential. Once we have become aware of how we are standing in our own way we are able to use tools and strategies to break free from those ties that bind, step out from the constructs of our mind and the rules we've created for ourselves and leave behind the behaviours and patterns that keep us anchored in a story we are no longer willing to create.

Despite winning many awards for my work it wasn't until I'd created this panel of images, some 9 1/2 years after picking up a camera, that I was able to stand in my own power, fully express myself as a visual artist and consciously begin to explore on a deeper level who I was as an authentic creator. This panel of images has been awarded two fellowships and the coveted Best Fellowship Panel Award. For some, a fellowship is the end goal, it certainly felt like that for me as I was going through qualifications and aiming towards it ... and yet when I got there ... it felt like the beginning of something more that I'd never given my Self permission to explore.

Up until this point I'd been hiding behind my images, silencing my own soul, afraid to be seen and heard - yet in the same breath wanting to be seen and heard, constantly fighting within myself, battling with my own thoughts, feelings and emotions. The journey to creating this panel of images took me on a whole other path and was the opening of my own door. It was what came after this panel that I fully stepped into exploring who I am as an authentic creator. Creating this panel was both a pause point and the threshold of change. It enabled me to see myself, as if for the first time. It gave me a start point and I began to dive deeper into creative recovery. And as I did, I learnt to create from who I was on the other side of my fears, blocks and limited beliefs.

What creating this panel taught me was three things

I learnt that in order to create the work that was calling me from deep within my soul I had to meet myself in my darkest corners, shine a light into those shadows and bring everything I was hiding to the surface - see the perspective that I was creating from, the inner conversations I was having with my Self ... and the impact that was having in all areas of my life.

Creating deeper connections through my work mattered ... to me and those who resonated with my work, who, on some level of their being, felt touched in some way by the creative release and authentic expression - it validated a part of them that they had been hiding too. It gave others permission to sit with their own darkness, however that showed up for them.

That finding my voice as a creative was one of the most powerful, freeing and transformational gifts I could give my life, my art and my business - even when it hurt, especially when it hurt.

We do not access our un-manifested potential by getting better at what we are already great at- we tap into it by going deeper within ourselves, taking ourselves to our edges and doing something we've never done before. And it was here I began to explore with what it meant to create with Soul, and help other creatives reconnect to their authentic self and access more of their creative genius .



I felt as though I'd hit a plateau with my level of work and wanted to push myself. Clare Louise helps you to free your inner creativity and then pushes you past what you thought were your boundaries. She's inspirational on an other worldly level - creatively fierce and empowering - Simone Clare Stocks

LOVE HURTS 2012 - CLARE LOUISE FMFA FSWPP



Ground breaking research by Shirzard Charmine, who I have been fortunate enough to have as one of my trainers and mentors, worked with CEO's and their executive teams, Stanford Students, world class athletes and over 500,000 participants from 50 different countries and discovered that there were 10 well disguised limiting personas that limits our potential. These studies revealed that **90%** of the participants were unconsciously listening to their negative internal voices **80%** of the time.

And it's those negative inner conversations that are getting in the way of our creative genius, fuelling our fears, blocking us from what's possible and forming our limiting beliefs ... a belief or decision that we make about ourselves that forms our perception of the world around us and limits the way we live, create and as a business owner ... run our businesses from. Sometimes we are aware and sometimes we are not, but it's that silent whisper of self doubt and fear that underpins everything we do.

There are many ways that we enter our block state, yet the core essence of creative block is always the same - we get anchored in the negative voices and limiting personas of our saboteurs. Creative block isn't just about not feeling inspired, that's a symptom ... it's about how we are limiting our creative potential. Other symptoms can show up as procrastination, overwhelm, feeling lost, stuck, trapped, scattered, overwhelm, anxiety, fear, imposter syndrome, striving artist syndrome, no voice, lack of self worth, self belief & self confidence; disconnected, lack of motivation, creative burn out, over achieving, feeling under constant pressure, people pleasing ... the list is exhaustive, the impact vast.

There are many, many symptoms of these limiting personas. However they show up for you, we've got to stop the short term fixes and get to the root cause. But first we've got to recognise that the conditioned belief that if we 'do' more we will be more successful, creative, fulfilled is not the answer - as counter intuitive as it may feel. We've got to recognise that it's this outdated model that we are operating from that is getting in our way and is in fact limiting our creative potential and keeping us stuck in Level 1 - 'Doing' (See The Three Levels of Creativity ISSUE 118 of Professional Image Maker)

When you've taken yourself as far as you can go no amount of business strategy or new creative techniques will unlock your untapped potential. We've got to stretch our edges, challenge our thinking and activate a new way of being. So many of us are stuck in the belief that we have to just put up with 'it' (however those limiting beliefs, fears and blocks show up for you) that *it's* just who we are, that we've always been this way and we have to get on with it ... and that's just not true and I want you to know two things ... You are not alone, and more than that ...that there is another way.

I've always dreamed of being creative like those photographers I saw in competitions . I believed I had no imagination - this went right back to when I was at school where I was told "she copies well but lacks imagination." Today I know different. Everyone has imagination, everyone can be creative - you just have to be opened up. In less than 3 weeks I had a huge breakthrough and for the first time in my life I am flooded with ideas and a realisation that I have finally found my voice and purpose - Fran Coleman

Who are these limiting person's? ... and why are they here?

Those limiting voices are part of the survival self and found in the limbic brain which forms part of the left brain - the left part of our brain is also responsible for our intellect, and takes a logical approach, focussing very much on doing actions. Over hundreds of years we have been conditioned to be left brained dominant and as we've strengthened this muscle, we've also strengthened the voice of our saboteurs.

By adopting this left brain approach ... we've also depleted the right brain muscle - the part of the brain that connects us to our passion, our authentic creative self and who we are on the other side of those limiting personas that keep us playing small, sabotaging our creative potential.

The women I work with are passion-led creative entrepreneurs from many different disciplines, writers, performers, visual artists, healers & coaches, and going deep and exploring the impact these saboteurs are having in their life, their craft & their businesses has been transformational. Once they begin to see the impact of their saboteurs and learn tools and techniques to intercept the hijacking (because it is a hijacking) - the transformation is incredible. The work is deep, challenging and rewarding.

We are all naturally creative, resourceful and whole - a saboteur hijacking is when we stop responding from that part of us that feels inspired, empowered and creative and starts reacting from a place of our fears, blocks and limiting beliefs. It can often feel like we are pushing for something rather than feeling pulled towards something. We can feel restrictive and contracted over open and expansive and, as we become stuck in our head, that flow of creativity shuts down and we become disconnected from our authentic creative self.

When we free up what's been stuck or lain dormant behind the blocks of the saboteurs - we are able to step into our next level of creative genius and create - in all areas of our life, from this space.



Team Dream Stealer

The Judge saboteur is the ringleader of all the saboteurs. Every single one of us will have this saboteur. As an overview, The Judge Saboteur operates in three ways - from the perspective of this saboteur we judge ourselves (I'm not good enough/fear of being judged by others) judges others (compares others to ourselves in order to measure how good/bad we are) and judges circumstance (I can not be happy until I have more of ... keeping us in the trap of constantly striving for more)

This saboteur is also responsible for a lot of our anxiety overwhelm, stress, anger, resentment. We know when we are in the perspective of this saboteur as we have a very fixed, black and white perspective - an either or mentality and can feel the subtle shift in our bodies. It's the voice of inner conflict and this saboteur suppresses our authentic creative voice, drives us to creative burn out, disconnects us from an unlimited pool of authentic inspiration and is at the heart and centre of creative block - stealing our creative potential.

The Judge saboteur does not work alone - it has nine accomplice saboteurs, and depending on our individual make-up and life experience depends on which accomplice saboteurs become more dominant. We may have a bit of all them or we may have one or two who are more dominant. Either way, it's when we recognise the dance of The Judge and The Accomplice Saboteurs that we are able to take the steps to move from hopelessness and powerlessness to a place of choice and empowerment. From reactive to responsive, from unconscious behaviours to conscious decisions, from negative self talk to a positive approach ... from block to flow.

How does the fear of being judged by others impact you as a creative?
What is the impact of comparing your Self to others?
How does never being happy with who you are, what you do or what you've got affect what you create, your creative expression, and how you show up in your business?

Overtime we've normalised the identity of our saboteurs as who we are and we've become so used to existing in this way that we can often struggle to believe that there is more to us than the identity The Saboteurs have shaped for ourselves. Those accomplice saboteurs - The Perfectionist, The Controller, The People Pleaser, The Procrastinator, The Victim, The Scattered Creative, The Hyper Rational, The Hyper Achiever, The Hyper Vigilant are all personas we take on at some point in our childhood to protect our most vulnerable self, and whilst they have had an important role to play, and they have brought us some successes in our lives - in order for us to realise and fulfil our talents and potential we've got to access the parts of us that they have been hiding and protecting, break down our inner walls, reconnect to our authentic self and step into our magic.

As we step out on our creative path and evolve as an authentic creator it doesn't take long before we rattle the cage of our saboteurs and have what can often feel like a constant and unwelcome companion that rears its ugly head every time we try something new, evolve, feel exposed and vulnerable. Ultimately The Judge Saboteurs role is to expose our weaknesses and you can be rest assured there is a bag packed full of all your fears, blocks and limiting beliefs, along with an arsenal of well worn tools and strategies to use along with a team of helpers at hand to ensure you take notice of what they have to say, and it's bringing them all with you ... whether you like it or not.

The Saboteur does not like change, it wants to stay safe in what it knows. If you don't work out how to allow The Saboteur to become an ally rather than an enemy and use each situation they show up in as an opportunity to grow you are never going to manage to turn down the volume of the negative self talk. And the further you step out of your comfort zone into your creative evolution, the louder those voices will become - until they become so loud and drag you down that they silence your inner voice and steal your dreams and potential.

Sometimes the voices of The Saboteurs will be a little niggler you can ignore and other times they will shout louder, screaming even as they remind you of every reason why you're not good enough and shouldn't share your work, do something different, charge more for your work - be seen and heard. At some point we've got to stop focussing on the sticking plaster and get to the root cause and learn the tools and strategies to manage our Saboteurs.

We are always our complete opposite. When we learn to recognise that those voices of The Saboteurs show us the way to our dreams by exposing all that is holding us back - we are able to go into our shadows from a place of compassion and turn that un-manifested potential into fuel to amplify our personal, creative and business growth.

Clare Louise has an incredible talent that I've never experienced with any other coach or mentor I have known. She has a sixth sense for unlocking a persons full potential - personal and professionally, and for me those two things go hand in hand. Clare Louise has had a profound effect on how I view myself, others and business. Anyone who really and honestly wants to progress and move forwards in their creative journey, whatever stage they are in, shouldn't hesitate to follow their dreams - everyone deserves them ... and Clare Louise guides you to make them a reality - Karen Massey



Ten signs you are blocking your authentic self

1 You have no voice and are constantly looking outside of yourself for inspiration, replicating others work and comparing yourself, your creative practice and your business to everyone else - every time you do this you say no to developing and expressing your authentic creative self

2 - You are only focussing on the doing actions of your creative practice and focussing on what you think you should be doing. Investing only in technique and equipment and not investing more in exploring and developing your voice, authenticity, imagination and creativity - the more you do this the more you shut yourself off from an abundance of creative growth and potential.

3 - You feel stuck. You are good at what you do yet you're not feeling fulfilled in your work and are longing for more, you know there is so much more within you ready to emerge but have no idea how to figure out what it is you don't know. It's not for the want of trying - "I've tried everything and nothing is working" This is a clear sign that you are blocked.

4 - You can't remember the last time you really stretched yourself and got uncomfortable, failed ... epically - ripped up your creative boundaries and reinvented your own wheel or tried something different. Creative growth IS our evolution - confusion IS growth, failure and getting it wrong IS all part of the process, you've got to learn to get comfortable with being uncomfortable, lean in to come out the other side. The Perfectionist & Hyper Achiever saboteurs leave little or no room for failure. And even though this may feel counter intuitive it's this lack of giving yourself permission to fail that is limiting your creative growth.

5 - You feel resentful towards others who are doing what they love and are tired of never having 'time' to make your dreams happen - fed up with feeling like you aren't getting where you want to be - where you know you should be. That everything else must take priority. This is such an unhealthy space to be as a creative. It's toxic and self destructive.



.... and limiting your creative potential

6 - You lack self belief and undervalue your creations and are undercharging. Worse still ... you don't believe people can afford to pay or even want to pay for what you are creating. This undercharging and undervaluing your creative talent is a continued act of lack of self belief, it's dis-empowering and is a clear sign you are operating from the saboteur perspective and blocking your business potential.

7 You don't have a problem being creative instead you are scattered and lack purpose, clarity, focus and direction and often focus your energy on the 'shiny toys' and never take your talent to its full potential. You have to harness your creative energy and know where to channel all your talent and power with purpose, passion & a plan. When you do this you activate your blueprint and its like rocket fuel for your dreams and you start to create with ease.

8. You do not trust in yourself or your creative path and want all the answers mapped out before you even begin. This level of control and fear of the unknown can stop you from even starting. (Say hello to The Controller and Hyper Vigilant saboteur) You have to learn how to turn down the volume of the saboteur and amplify the voice of the part of you that knows the way - even when all those voices in your head are telling you otherwise.

9 - You are spending more time focussing on what and how you think you should be creating over deep listening and hearing what you long to/ or feel inspired to create. By over rationalising your approach to everything you shut yourself off from a wealth of information and inspiration that can amplify your creative growth which ripples out into all areas of your life. This logical approach can often leave you feeling numb and your creative work can feel like there is a lack of connection - like its just going through the motions.. Creativity breaks all the rules of logic, as does deep connection - activating our other senses, our heart brain, our intuition, felt sense and movement enables us to expand our creative range and have more meaning in our work.

10 - You are constantly judging yourself, others and/or circumstance and are afraid of putting yourself out there, of being seen and heard. You are your own worst critique. Constantly conforming and pleasing others to fit in - when the creative in you wants to stand out. You are compromising all areas of your life and resisting your dreams and your creative potential



So why do we keep going when this journey can challenge some of us to our core?

Because we are in love, because underneath it all we love what we do, because we can't imagine doing anything else and we pour a part of our heart, soul & spirit into what we do and are invested on a level that some people will never understand that goes way beyond financial.

Because there is a part of us that knows that this is the way.

Because when the going gets tough, that whisper in our soul won't let us give up.

And so we've got to have faith. Faith, courage and meaningful connection.

Faith that we can do this - and know that there is another way

Courage - because sometimes confidence just isn't enough - especially when we have to take that step we aren't quite ready to take. Because looking at our own shadows is one of the most courageous acts of self love we can gift our future self. Because every time we take a courageous step over a confident one we tell that part of our self, that whisper that somehow knows the way and won't let us give up "I believe in you - I trust in you - I am listening"

Connection - because the other option is disconnection and when we are here our potential just isn't possible - we are existing over living, striving rather than thriving and our work has little or no meaning ... and bit by bit we fall out of love doing what we love and never know what it is to feel fully alive and our heart breaks and our soul weeps as another part of us dies with our dream still inside of us.

JOIN MY MASTERCLASS

From block to flow - The Art of being a Conscious Creator

Where I'll be exploring The Saboteurs in more depth

Creative recovery, the missing link to reconnecting to our authentic creative self

How to create deeper connections and what it is to 'be' in the three levels of creativity