



How to Brainstorm

“How to” Space





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All you need is a brain

- Brainstorming is fast, fun and can help you find that great idea.
- You can brainstorm alone or with friends.

Free Association

- This is the basic process of getting ideas.
- And it is easy to use.
- You can use this process no matter which direction you want to think – divergently, laterally, visually.



Free Association

- Start with a key word that relates to what you are trying to say. For pizzas, it might be fast.
- What thought or idea does that trigger?
- Ferrari? Superman? The boy in your English class?
- Then think of the first word that comes into your mind.
- Write it down. Then the next and then the next, until the big idea emerges.



Think

- Divergently
- Laterally
- Associations
- Visually
- Left Brain – Right Brain

Divergent Thinking

- Think in as many different ways as possible.
- Think in different directions.
- Think on different wavelengths.
- Think as far and wide as possible.



Lateral Thinking

- Think in one direction.
- Think focused.
- Think along the same theme or path.



Associative Thinking

- Look for associations.
- Look for the connection.
- What does that remind you of?
- What is connected with that word or that idea?
- Can you make other associations?





Visual Thinking

- Think in terms of pictures or images.
- What image does that remind you of?
- What can you see?





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Left Brain

- Logical
- verbal
- math
- words
- facts
- memory
- conservative

Right Brain

- Associative
- visual
- geometry
- music
- playful
- “what if?”
- imaginative



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Don't Judge. Just write.

- Write everything down.
- Without judgement.
- The more ideas, the better.
- Then come back and evaluate your ideas later.