

## Book Review: *Get Creative!* By Gerry Visca

Sometimes it takes a little inspiration to get the creative juices flowing, but it takes more than inspiration to apply the creative process to growing one's business – it takes a system. Gerry Visca offers up just the right blend of inspiration and methodology for aspiring entrepreneurs and seasoned business people in his new book, *Get Creative!*

As is Gerry's first offering, *What Have You Got to Win?*, this book is an easy read, filled with time-tested principles for success, re-framed so they can be applied to a business environment.

Gerry understands that attracting success in business or in any aspect of life begins with self-work. One cannot achieve what one cannot first *conceive*. Conception is the name of the game – beginning at the level of thought – so Gerry starts the reader there. Contrary to trying to immediately ignite a spark so the reader come up with his/her next big idea, Gerry begins with a simple question: "Who are you?" He encourages you to examine who you are – to identify and clarify what your life's purpose is – and *then* he focuses you on how to use the creative process to live out that purpose.

Step by step you will be able to work through the process of first defining who you are as an individual, the purpose of your business, and of clarifying your goals and intentions for the business. Clever graphics throughout the book create a space for you to use it as your personal workbook, or you can do the self-work in another notebook or even on your computer. Either way, you will be inspired to play creatively, and then apply the creative process within the context of your business.

As it is with any instructional or inspirational book, you could read it and learn something from it immediately; however, to obtain the full value of the contents of this work, you must *take action*. Do the exercises. Follow through. Get creative. Make miracles happen for you and your business.

Gerry's personal and professional intention is to inspire one million people. With his creative genius and innovative spark he is well on his way to doing just that. To learn how you can *Get Creative*, visit <http://www.redchairbranding.com>.

Review by Julie Christiansen  
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