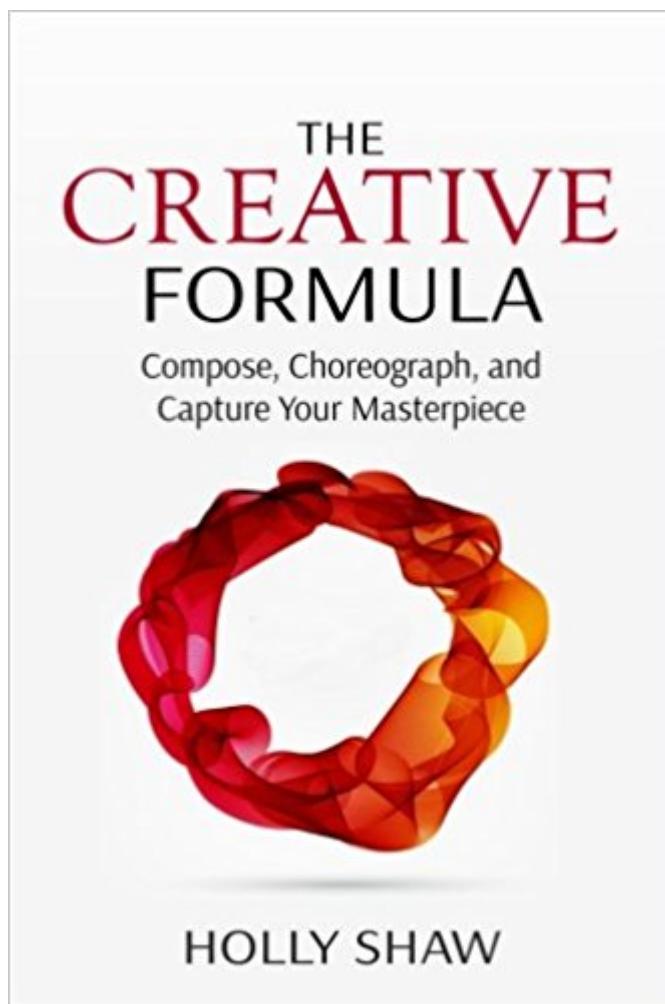


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# The Creative Formula: Compose, Choreograph, And Capture Your Masterpiece



## Synopsis

The Creative Formula has helped thousands of artists go from wild inspiration to polished work using a proven-effective three step method. This powerful and easily accessible book will hold your hand through the dark tunnel of your creative path and show you the way out. Holly Shaw, who has mentored hundreds of artists, from composers, to choreographers and directors, shares the fruits of her creative research and examples from her 30 plus years in film, television, and theatre to help you streamline your process and clarify your work so it pops with "you-ness"! You'll get the foundation for making award-winning work over and over again through: A simple, but powerful three-part method to creating that helps you work with your inspiration to pull the best work out of you. Highly effective exercises and ideas for making work, suggested exactly the way that you need them to actually originate ideas, create, edit, organize, and polish your work. Important Composition Tools like: how to narrow your variables, and structure, organize, and edit your work in order to craft show stopping performances. Extra bonus chapters sharing powerful tools and clear examples of how you can begin using the Creative Formula in your own studio, in classrooms, coaching sessions, and even in performances. Funny, insightful and accessible! This paperback version can be easily navigated by the largely titled sections or by referencing a detailed Table of Contents at the beginning of the book. If there is work that you are wanting to create, but haven't started yet - then what are you waiting for? Scroll to the top of this page and Add this book to your Cart!

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## Customer Reviews

Holly Shaw is a leading expert in creativity and performance owing to her thirty year career performing on TV, in film, and on stages all over the world, combined with her experience as a hypno and somatic therapist, creativity researcher and coach. Shaw facilitates workshops in performance and creative composition, is a sought after speaker, and coaches all kinds of performing artists, from Grammy-nominated singers to world-class dancers, in the San Francisco Bay Area where she lives as well as New York, L.A., and internationally. Find out more at [PerformersandCreatorsLab.com](http://PerformersandCreatorsLab.com)

Let's be real, for most creatives there is a certain amount of inspiration, beauty or tragedy, skill and tools needed in order to successfully create anything. I love how Holly Shaw takes this often chaotic blend of what is needed and packages it with honesty and expertise, into exactly what it says in the title: a Formula. After 25 years as a professional dancer and clothing designer, I appreciate the exercises in the book that help with cultivating the desire & environment to create (it isn't always there!), connecting to and trusting your "deep inner voice" and capturing all those brilliant ideas that can slip away. As a success coach, I know the true gem of The Creative Formula to be the mindset shifts that will occur from using this book for your creative work. She uniquely deals with issues of self-worth, self-sabotage and working in community with stories, humor and powerful tools. This alone will help any creative out of their ruts and onto the stage to shine.

The Creative Formula is as much about finding your inner genius, a topic dear to my heart, as connecting with your creativity. This is no 'airy fairy' creativity book; Holly addresses the genuine challenge of bringing your creative spark into your everyday world. She faces squarely what most of us face. We could get pulled away by the urgent and important things to do in life to pay the bills and miss the most essential- to be yourself out loud whatever your creative expression. Holly's story is inspiring and the book an enjoyable guide to connecting with your creative mind, handling the inner critic and removing obstacles to getting your creative self in action.

I am a spiritual leader in my community. I'm in front of classes, congregations, and groups large and small on a regular basis. The straightforward principles in 'Creative Formula,' apply to my work and life. I found myself smiling, nodding my head in agreement and thinking about where I could apply Holly's insights in my setting. I had the opportunity to read 'Creative Formula' while I was in the middle of reading 'Brothers Karamazov.' To my delight, Holly Shaw has gifted us with a book that's a worthy companion to Dostoyevsky. The wisdom and experience she shares are the same guiding

techniques that I find in the spiritual disciplines. Holly gives us the tools to put ourselves and others into a creative mindset; to access the divine. Her setting is dance, art, and theater, however, in my experience her instruction transcends these areas into all aspects of our lives. Dance Instructors: Add this book to you required reading. Sojourners on the path of the spirit, do the same. Join the dance. Buy this book for yourself and your creative partners.

I thoroughly enjoyed reading The Creative Formula. The author takes you through the creative realisations that have enabled her to produce exceptional work in performance on a consistent basis. In The Creative Formula, you'll discover that as a creative person, you do not have to wait for the stars to align or for the mood to hit you to create amazing pieces of art. The author literally coaches you on how to allow yourself to be aligned to the creative masterpieces that are ever ready to be birthed by you by walking you through the allowing, aligning and articulation phases of the Creative Formula. There is definitely something in here for every type of creative person, be they a dancer, musician, writer, coach and beyond! If you're looking to refine the creative process and up the ante on your performances, this book will prove invaluable.

As a gold-level competitive International Latin dancer I found this book to be the perfect solution to improving the quality of me "owning the dance floor" when I compete. The 3-main ingredients of the Creative Formula and the Self-Assessment questions helped me feel that where I am in my process of creating the character of each dance is from within and just needs to WAKE-UP. I recommend this book to any creative that wants to get to the soul level of their performance. Ms. Shaw provides a great resource to read through all at once or pick up whenever you need a reminder.

When Holly talks about having worked with hundreds of artists using her method - I'm one of the lucky ones she's talking about. I have the privilege of calling Holly my coach. I worked with her directly through this process in weekly coaching sessions, leading toward a culminating performance. Since then, I have had follow up sessions with her to gain clarity on projects in various stages. I found her coaching profoundly helpful, she is truly a gifted guide to creative practice. Reading through the formula as its presented in this book was just like having her with me again. It's a companion that you can go to for clear, practical, concise advice for making work. Holly's method is straightforward, accessible, and you can start right away. I highly recommend this book to anyone who makes anything, anywhere.

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