



Dear ,

Welcome to the Marketing Minute, our email newsletter. Our firm, LevinsonBlock LLC, helps entrepreneurial companies and non-profits grow through effective branding and marketing. If you have marketing questions or a topic you would like us to address in a future issue, [email us here!](#)

Four ways to jump-start ideas

Sometimes when working on a project I get stuck -- I can't seem to come up with ideas or move the project forward. This can be alarming when I have a tight deadline! Here are some methods I try to get ideas flowing again:

Change tools

The computer is a powerful tool, but looking at a monitor can be claustrophobic -- it can make things look too polished and final. I try switching to a notebook or sketchpad. Sometimes, just switching from lined to unlined paper helps, or from pen to a soft pencil. And turn off your email alerts!

Change methods

Try giving yourself a 15 minute drill -- jot down or draw any idea at all that comes to mind without making judgments.

Change Context

If I'm stuck for ideas, the best medicine is a subway ride (except during rush hour!) I make sure not to bring any distractions -- just a notebook. This works every time. Or try visiting a café, browsing a bookstore, taking a walk -- anything that gets you away from your desk.

Collaborate

Try bouncing ideas off of someone who has nothing to do with your project. This can lead to great insights, or a reality check.

FACT OF THE MONTH

The New York Board of Education barred the whipping of children in its schools on March 4, 1908.



LevinsonBlock News

We recently finished a fundraising brochure for the Alliance for Lupus Research. We used direct testimonial quotes from stakeholders and an image mix of scientists and volunteers to create a motivating piece. The built in donation envelope was designed as a bangtail -- a flip-up tear-off form that inserts into a built-in envelope. This solution was both interactive for the donor and low-cost to produce.

For a closer look click [here](#).

Send us your ideas about problem-solving and we'll publish them in a future Marketing Minute! Call or email me:

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Fact of the Month courtesy Paul Michael Neuman; www.frogypumpkin.com

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