**Draft letter**

Subject**:**Everybody can become more creative

 Dear …….,

The book Creative Confidence is about believing in your ability to be able to be creative in any field, no matter what the subject is, the circumstances are, no matter of your function or the level on which you are working. No matter what your age is.

It is the believe in your own ability to be creative in solving problems. Everybody can become more creative, like we all were creative when we were in kindergarten. The idea of the authors is to unlock Creative Confidence in everyone from young professionals to business executives.

If you think, *‘I am not that kind of person’*, you must let go that belief before you can move on. The authors suggest that you must adopt a *Growth Mindset*. A *Growth Mindset* is a passport to new adventures. Opening your mind to the possibility that your capabilities are unlimited and unknown. With the deep-seated belief that your true potential is still unknown.

You are not limited to only what you have been able to do so far. When you have this belief, you will be able to undertake tougher challenges, persevere longer in your creative endeavors, and you are becoming more resilient in the face of obstacles and failures. Anyone can gain Creative Confidence.

Creative Confidence is a fundamental optimistic way of looking at what is possible. Making the impossible possible is what creativity is all about. Surprising people with never thought before solutions. To become more creative is not only for creative people, but for ALL people. Creativity is the responsibility of everyone in the agency.

Developing Creative Confidence is a journey that will never stop. You must accept the uncertainty of the paths you will travel. You must also go down the path. The best way to gain confidence in your creative ability is through actions. Ideas are worthless as long as you do not put them into the real world, to change the status quo of things.

**Actions for Impact**

Learnings must be activated. *‘Actions for impact’* sums up how to activate the learnings from this book.

As Confucius, a Chinese philosopher and teacher remarked:

*“Knowledge not applied is worthless”*

Go to *‘Actions for Impact’* on the website, select the points of action which fit your position or situation and apply the learnings to progress in your personal and professional life. Here is the link:

<https://globalreadingclub.com/books/creative-confidence>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book Creative Confidence.