

Cultivating Creativity by Eric Yuhasz - Buch

Magicians are good at keeping secrets.

Methods are guarded. Techniques are protected. And credit for an idea can be debated with the intensity of a Supreme Court hearing.

But the most valuable secret in magic isn't a sleight, a gimmick, or a hidden mechanism.

It's **how great ideas are created**.

How does a vague thought become a standing ovation? How does a half-formed idea become something audiences remember years later? And what do creative people do when inspiration decides to take the day off?

Cultivating Creativity pulls back the curtain on the creative process, exploring how professional magicians turn sparks of inspiration into bold, meaningful, and memorable ideas.

Through conversations, stories, and creative insights, the book uncovers the patterns, habits, disciplines, and perspectives that fuel creative thinking. There is no secret formula... and thankfully, no creativity degree required.

This isn't a book about learning magic tricks.

It's about learning how to think differently, develop ideas, embrace failure, and foster creativity on purpose.

Because great ideas don't just appear.

They're cultivated.

What you DON'T get.

Card tricks, performance routines, props, threads, reels or foam balls

What you DO get.

Cultivating Creativity is a roadmap on how to become more creative and impactful. Twenty-two performers unveil their "creative process" and how they

build impactful routines. If you ever wanted to be more creative, this is a journey you want to take.

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