

To raise new questions, new possibilities, to regard old problems from a new angle, requires creative imagination.

Albert Einstein

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# DEVELOPING CREATIVE FRAMEWORKS OR STRUCTURES

Learn what is already out there

Give people a way to understand/process/evaluate

Boil content down to universal truths and then look for patterns

Can I group content based on a common thread or idea?

How does story relate to current climate or culture (social issues, news, etc.)? Is there a way to draw parallels?

Find a twist—is there a new way to look at an old or common thing?

Does going in the opposite direction give me a new story from a different perspective?

What constraints have I imposed that I shouldn't? What constraint could I impose that I haven't?

What other stories contain similar or opposite ideas? Is there a way to combine or connect them?

How does story change with a different narrator?

# TOPICS/IDEAS/ACTIVITIES—initial thoughts

- Have coloring pages (not just blank pages to draw on but pictures that people can color) with words and concepts included to help (a heart symbol, light beams, etc.)—could include info about the colors in the margins or sidebars
- Write prayers focusing on different colors to show how a color's meaning can "color" your prayers. (Refer to *Praying in Full Color* ebook on my website.)\*
- Create a color palette with certain colors designated for different needs (healing, hope, finances, relationships, tricky situations, and so forth). Write names on a grid and color them with the appropriate color while you pray.
- Wandering pages... pages drawn like paths for thinking/meandering
- Chart to assign prayer symbols (page bordered with a bunch of suggestions)
- Things to remember about God (what He's done, where you've seen Him)
- Prayer prompt calendar—incorporate these same kinds of prompts randomly throughout (ex: sit in silence and think about how big God is, pray for the last person you talked to on the phone, pray for the parents of a toddler, give thanks for all He has done for you, pray for four friends from high school, pray for the people you see wearing the color purple today)
- Alphabet prayer cards—cut out? (designed on my blog right now)
- Strips of paper for prayer string
- Ongoing list of prayer needs—periodically, prompt readers to go back through and highlight answered prayers ("I got a yellow!")
- Once in a while, have a multi-part prompt... what is the prayer you can't get past, that you keep praying but can't seem to get through? What are obstacles to having that answered? What might your answer look like? God doesn't always answer the way we like...
- Prayer mapping (stream of consciousness)
- How to turn your prayers upside down (visual representation of opposite ends of different prayers as a way to see who else is affected)

- Single words—meditate, doodle, and write around them (hope, doubt, fear, remember, envision, predict, pursue, spark, glimmer, freedom, challenge, notice, risk, feel)
- Little prayers—write out your need, then simplify requests to their most basic level and only a few words—help, thanks, wow, please). Draw and doodle around those words.
- Writing prompts (including poems and quotations)—many are in PUD, but could be things like, "Think about your prayer needs as though you were Sister Teresa, the President of the US, a 10-year-old girl, etc.
- Write your own Psalm (show an existing one, show how to modify, and have space for a new one)
- Lists (people to pray for, people who have pointed you to God, what you would tell people about God, how you've seen Him, when you've heard from Him, what you want from Him)
- Include written prayers on each page? Or periodically?
- MadLibs-style prayers (fill in the blanks)
- Blank calendar pages (who/what you prayed for each day?)
- Write FB status updates (or tweets) as though they are from God about your current situation
- Magnetic poetry (same concept but with plain paper): mix up your prayers (literally)
- If God were a \_\_\_\_\_, what kind would He be? (images of flower, car, etc.)
- Drawing of a leaf with veins (or a tree?)—prayers for your family (write along the lines)
- Artwork of a suitcase and trunk: what are you wanting to run away from? What baggage do you carry that makes it hard to forget or let go?
- Certain pages printed upside down or sideways or at an angle (you need a new perspective)
- Alphabet prayers (list of letters, write prayer request with that letter beside it)
- A geometric image—when things are crazy, write all the individual parts of your prayer in different shapes, then pray for the whole (or one square)
- Do some kind of puzzle—cut apart and write names on pieces, then put back together in any way you want... a reminder that we don't know HOW God will solve things, but whatever He creates will be beautiful

# Each week would contain:

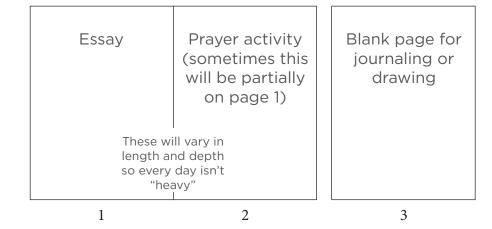
Day 1: Introductory quotation or Scripture 1500(ish) word essay relating to that week's theme\*

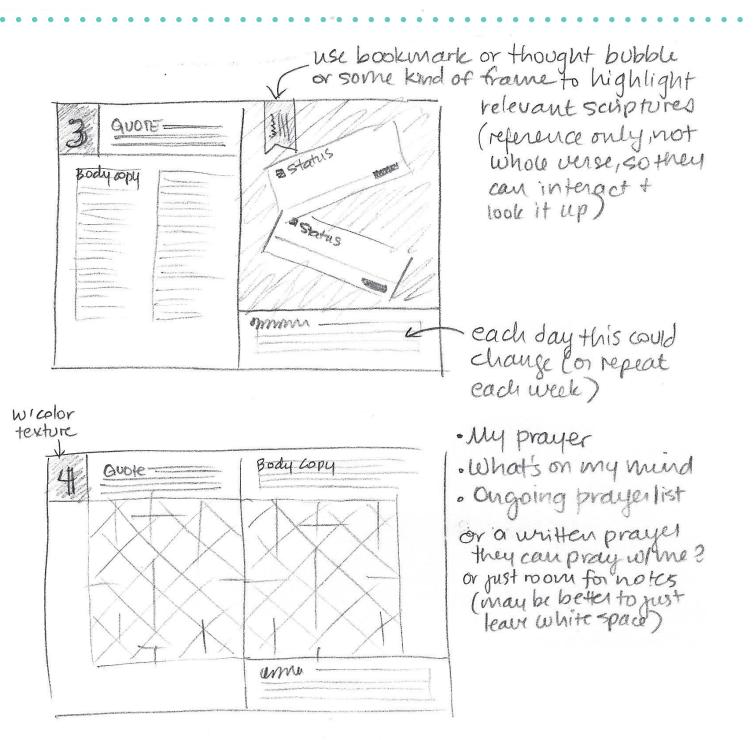
> Closing prayer for reader to pray with me, setting the stage for the exercises to come

- Day 2: Exercise
- Day 3: Exercise
- Day 4: Exercise
- Day 5: Exercise
- Day 6: Exercise
- Day 7: A "day of rest" prayer, meditation or thought (the idea being that we are to pray without ceasing, but prayer doesn't always have to be long or hard or involved)—no actual activity

Each exercise/activity will take 3 pages, roughly broken down as follows:

- \* Themes for the weeks (tentative):
  - 1: Looking from a different perspective
  - 2: Addressing fear/obstacles
  - 3: Creativity
  - 4: The faith of a child
  - 5: Praying with or for others
  - 6: A personal God (discovering yourself, learning about Him)
  - 7: Finding white space (and other colors)
  - 8: Combatting boredom/going deeper





# WEEK 1: FUMBLING INTO HIS PRESENCE (Using a simple approach to overcome bad experiences)



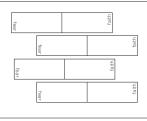




DAY 3: RAYS OF GRATITUDE

DAY 4: POSTURES OF PRAYER (PHYS. ACTIVITY)



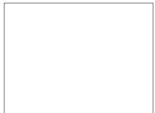


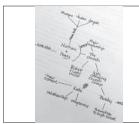


DAY 5: STUMBLING BLOCKS (LIST)

DAY 6: FAITH NOT FEAR - CHART

# WEEK 2: CONNECTING THE DOTS (CREATIVITY) (Connect dots to see God)









DAY 2

DAY 3: PRAYER MAPPING



DAY 5: NAMES OF GOD (LISTING







DAY 6: COLORING IN THE LINES

DAY 7: MADELEIN L'ENGLE QUOTE

# WEEK 3: CREATIVITY, OR CONNECTING THE DOTS TO SEE GOD

### DAY 1: ESSAY (MAKING CONNECTIONS) AND REFLECTION QUESTIONS



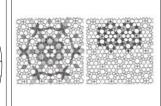




(PHYSICALLY MAKING SOMETHING)

DAY 3: PRAYER MAPPING (CREATING DIAGRAM)

DAY 5: THE MANY NAMES OF GOD (CATEGORIZING THOUGHTS INTO A CHART)



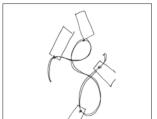


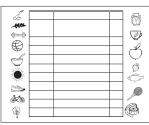
(ACTIVITY/COLORING)

DAY 6: MORE THAN ONE WAY TO SEE HIM (COLORING ACTIVITY)

DAY 7: BRINGING PRAYER TO LIFE (DESIGNED QUOTE/PHYSICAL ACTIVITY)

### WEEK 4: WE'RE ALL IN THIS TOGETHER PRAYING WITH OR FOR OTHERS DAY 1: ESSAY (CARRYING THE MAT) AND REFLECTION QUESTIONS







DAY 4: JUMBLED WORDS (CUT OUT)

DAY 5: FAMILY TREE (CHART)



DAY 4: FORWARDED MESSAGE





DAY 7: WHEN THE HOLY SPIRIT PRAYS (DESIGNED QUOTE/COLORING PAGE)

### WEEK 7: HOW TO PRAY WHEN...

### DAY 1: ESSAY (HOW TO PRAY WHEN LIFE IS MESSY) AND REFLECTION QUESTIONS



DAY 2: ...WHEN YOU WANT TO GO DEEPER (GRATITUDE)



DAY 3: ...WHEN THE WORLD OVER-WHELMS YOU (READING ACTIVITY)



DAY 4: ...WHEN YOU CAN'T KEEP IT ALL STRAIGHT (PHYSICALLY MAKING SOMETHING)



DAY 5: ...WHEN YOUR NEED SEEMS DAY 6: ...WHEN YOU NEED A FRESH IMPOSSIBLE (WRITING/STUDYING BIBLE) POINT OF VIEW (CHART ACTIVITY)



DAY 7: ...WHEN YOU'RE TIRED

### WEEK 5: A PERSONAL GOD (KNOWING GOD, KNOWING YOURSELF)

### DAY 1: ESSAY (PERSONALLY DESIGNED) AND REFLECTION QUESTIONS



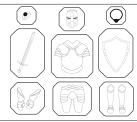
DAY 2: GET REAL (WRITNG ACTIVITY)



DAY 3: LOSING YOUR BAGGAGE



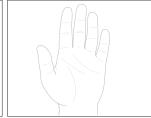
DAY 4: SNAPSHOTS OF GOD (WRITING



DAY 5: STRAPPING ON YOUR BREASTPLATE (DRAWING)



DAY 6: WHAT GOD SEES IN THE MIRROR (PHYSICAL ACTIVITY)



DAY 7: INSCRIBED ON HIS HAND

### WEEK 8: COLORING YOUR PRAYERS

# DAY 1: ESSAY (DESIGNED TO LIVE IN FULL COLOR) AND REFLECTION QUESTIONS



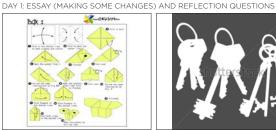
DAY 2: PASSIONATE RED (WRITING ACTIVITY)



DAY 3: YELLOW'S JOUYFUL ENERGY (WRITING ACTIVITY)



DAY 4: BLUE-SAFE AND SECURE (COLORING)



DAY 2: YOUR GIFT TO GOD (ORIGAMI/ PHYSICALLY MAKING SOMETHING)



DAY 3: KEYCHAIN PRAYERS (PHYSICALLY MAKING SOMETHING)



DAY 4: SET FREE (CUTTING AND PASTING)



DAY 5: GREEN PASTURES (WRITING/ STUDYING BIBLE)



DAY 6: DREAMING IN PURPLE (WRITING/ SKETCHING/PLANNING)

DAY 7: COLOR WHEEL OF PRAYER (REFLECTING/COLORING)



WEEK 6: SHAKING THINGS UP (BREAKING OUT OF A RUT)

DAY 6: POETIC PRAISE DAY 5: SINGING HIS PRAISES



DAY 7: A BLANK CANVAS (REFLECT-ING/POSSIBLY DRAWING OR PAINTING)





# FROM BOOK PROPOSAL

The visual nature of this book lends itself to many marketing and merchandising opportunities.

- My talents and resources enable me to create or provide most of the visuals and illustrations for this book.
- Praying Upside Down e-mail subscribers, currently being set-up, would get information on creativity and prayer in a colorful daily or weekly e-mail devotional. The topical nature of the content is easily separated into succinct themes under the overall umbrella.
- A long-standing Apple user, I have resources to develop a Praying Upside Down book app for use on mobile devices an interactive application which allows readers to mark and highlight but also type in their own prayers and experiences. Readers could then submit their own stories and upload their artistic examples to PrayingUpsideDown.com.

- A Facebook page contest in which artists upload photos
   of images they find or create to support one of the approaches
   in the book (or suggest a new one).
- Seamless, natural extensions to a series of direct mail postcards and e-blasts/ newsletters to conference organizers, Bible study and small group leaders, church mailing lists, and databases that are accessible through Internet sites and e-mail blasts through outlets like Outreach, Pastor's Resource, Beacon ads, and more.
- The individual chapters, with a brief intro, could easily be published as stand-alone articles on Christian websites (such as The High Calling, (in)courage, Proverbs 31 Woman) and in magazines (such as Today's Christian Woman, Relevant, and Charisma); I've started querying them.
- The title is quirky and conceptual, good for headlines for ads, greeting cards or postcards, bracelets, or T-shirts: I pray upside down. Upside down is right side up.

# Other possible products:

- Praying Upside Down for Parents (for praying with your children)
- Praying Upside Down for Teens (I think this would be great for teens if it could be funky or graphic in terms of design and skew towards how living for God is seen as upside down by the world but it's the only way to see clearly)
- Praying Upside Down for Kids (children's book; may self-publish or work with a publisher) — potential title Upside Down is Right Side Up.
- Praying Upside Down Devotional (or workbook)
- Praying Upside Down gift book (focusing on the first three or four chapters only)
- Praying Upside Down sketchbook (which would really be a prayer journal or companion piece).

# Use your book's theme, location, or time period for inspiration and making marketing connections.

A character's (or audience's) hobbies, occupation, lifestyle, values and interests can be jumping off points for developing promotional strategies.

First, study what your competitors do.

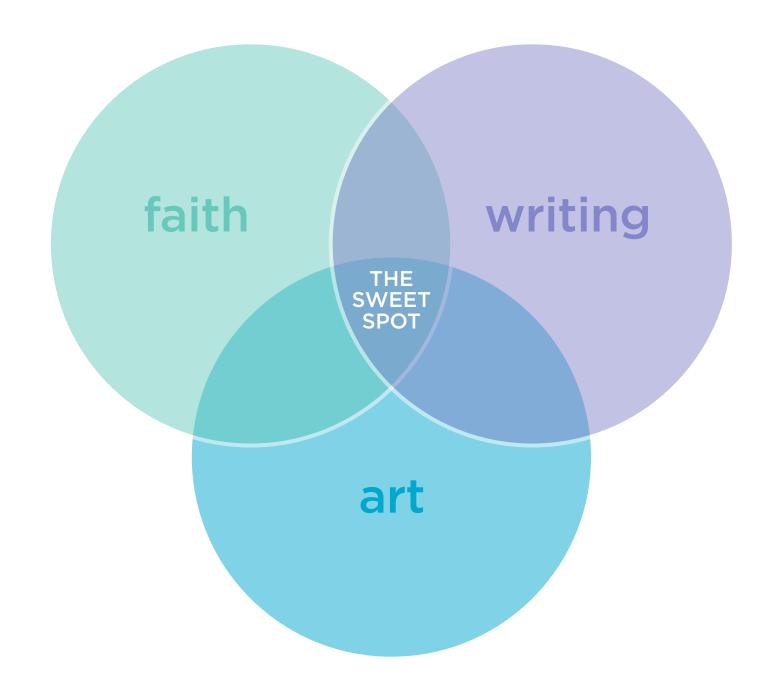
Then think: What sets you or your book apart?

Use that as a filter for all of your promotion.

# MARKETING AND PROMOTION

# Know your audience so you know how to reach them

- Apply character development questions; describe or define your readers
- What tools would be helpful for them? What hobbies or interests might be related?
  - Determine key symbols, concepts, or physical objects in your book



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# BRAINSTORMING

# MIND OPEN; DON'T RULE OUT ANYTHING YET

# BRAINSTORMING

# DON'T GIVE IN TO A SCARCITY MENTALITY

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# **BRAINSTORMING QUESTIONS & TIPS**

What words come to mind? (Wordstorm or word association)

How would someone else approach this
(The President of the U.S., the Pope,
Steve Jobs, Laura Ingalls Wilder,
your grandmother, a middle schooler,
someone of another religion/race/culture)?

Use visuals as a way to inspire

Embrace the ridiculous and unrealistic

# **BRAINSTORMING QUESTIONS & TIPS**

Engage the other side of your brain (draw, make Play-Doh models, use Legos)

Define the problem. Try reframing it. Ask WHY. Ask WHAT IF.

If you can't think outside the box, simply try a new perspective.

Look at the box again.

What does it look like from the top?
Right side? Left side? Bottom? Inside?

Outside? From far away? Inches?

# SOURCES OF INSPIRATION

Promotional products companies

Online printing resources

Google auto-complete

Stock photography websites, Flickr, Instagram, Pinterest

Library

mindmapping.com

https://www.theguardian.com/books/2012/oct/20/brainstorming-book-ideas

# "Clear, engaging, and irresistible." - ELIZABETH BERG **NPSIDE** A creative prayer experience to transform your time with God KELLY O'DELL STANLEY

# PRAYING ADISAN DOWN

A creative prayer experience to transform your

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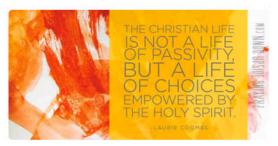
KELLY O'DELL STANLEY / ANXIETY, AUTHORS, BOOK, BOOK REVIEW, FAITH, FAMILY, FEAR, FORGIVENESS, GRACE, GRIEF, PRAYER, PRAYING UPSIDE DOWN, SEEKING GOD, SHARING YOUR FAITH, UPSIDE DOWN, WRITING FORGIVENESS, LAURIE COOMBS, LETTERS FROM MY FATHER'S MURDERER O COMMENTS

JUNE 30, 2015

<u>Laurie Coombs</u> is another one of those lovely souls that I've had the honor of "meeting" through shared connections in this business. I am so excited about this book. I think God is in it, through it, around it, behind it, before it—just all over it. His forgiveness is amazing, but sometimes we forget just what a divine gift it is. This story reminds us how profound and magnificent God's forgiveness can be.

Let me set the stage a little with some info from her bio: In 2010, Laurie Coombs was called to love and forgive the man who murdered her father, which led to an exchange of letters between she and Anthony, her father's murderer. During their correspondence, Laurie was healed from her past

wounds, was given grace to forgive Anthony, and witnessed a powerful transformation in Anthony as Jesus brought him to repentance. And now, here's an excerpt from her new book, *Letters from My Father's Murdered: A Journey of Forgiveness*, published by Kregel Publications.



One of my favorite phrases in the Bible is "but God." I have it posted beside my bed, and every so often my girls ask me why I have those two little words there. I tell them, "All through the Bible bad things happen—people sin or something goes wrong-but over and over two words make it all okay: 'but God.'

You see, no matter what happens in life, no matter how bad things seem to be, God is still the constant. He is still working all things for good. The psalmist wrote, "My flesh and my heart may fail, but God is the strength of my heart and my portion forever" (Ps. 73:26, emphasis mine). Joseph echoed this sentiment when he said, "As for you, you meant evil against me, but God meant it for good" (Gen. 50:20, emphasis mine). Yet in my mind, the ultimate "but God" statement in the Bible is, "But God shows his love for us in that while we were still sinners, Christ died for us" (Rom. 5:8, emphasis mine).

Jesus truly is our Redeemer. Seeing Him as such allows us the freedom to trust and surrender ourselves to Him. We need to know our God. We need to know who He is and what He has done. It is only then that we are able to understand that He is for us, not against us, which frees us to obey, knowing He will work all things for our good and His glory.

Coming to understand God's heart toward me-that He loves me, that He is for me, and that He is my comforter and my guide- suddenly empowered me to live life differently. Sure, I was a newbie at this whole Christian thing, but I knew





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The only thing better than having you here is knowing that you'd like to read more. If you subscribe, I'll send new posts to your inbox for you to read at your leisure (does anyone have much leisure anymore?) and give you access to exclusive, free downloadable content, including my latest e-book, Praying in Full Cotor.

	* indicates	required	
Email	Address		

First Name

Last Name



### RECENT POSTS

Do It Scared The word I'm tired of hearing

The problem with prayer

Those fiery darts Are you jaded?









# prayer prompt calendar

monthly prayer prompt calendars

Your email address

# ready to try something new?

# WHY YOU SHOULD PRAY

[Link(s) to core content within the summary] Maximuscid quidi nim assit, ut ratur? Qui offic tem de perum quiassit es es ant aut laut a con con pos et peliquosam, sequatur apelent, niminisci od moditatium evendae proremque omnis endaepu daeperiore offictiandi non re autem inciatur? Optaturehent laudipsanto coritiossus, quiatur ad quodi ant et aut dis dolupti scipsa es volessunt.

# WHY UPSIDE DOWN?

[Link to post] Maximuscid quidi nim assit, ut ratur? Qui offic tem de perum quiassit es es ant aut laut a con con pos et peliquosam, sequatur apelent, niminisci od moditatium evendae proremque omnis endaepu daeperiore offictiandi non re autem inciatur? Optaturehent laudipsanto coritiossus, quiatur ad quodi ant et aut dis dolupti scipsa es volessunt.

# CAN I PRAY FOR YOU?

[Link to prayer requests page] Maximuscid quidi nim assit, ut ratur? Qui offic tem de perum quiassit es es ant aut laut a con con pos et peliquosam, sequatur apelent, niminisci od moditatium evendae proremque omnis endaepu daeperiore offictiandi non re autem inciatur? Optaturehent laudipsanto coritiossus, quiatur ad quodi ant et aut dis dolupti scipsa es volessunt.

# KELLY O'DELL STANLEY

# on the blog



THE END.











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