



THE THETA WAVE  
PROJECT

*What do you want to create today?*

[www.thetawaveproject.org](http://www.thetawaveproject.org)



“Aliyah Marr has clearly and eloquently tackled the subject of creativity. I am particularly impressed with her understanding of attention and its fundamental role in the creative process. Her book will serve as a fundamental text in the field of creativity”

— **Les Fehmi, Ph.D.**, *The Open-Focus Brain*

“An enlightened, engaging and provocative look at how to blend creativity and personal pursuits for a truly fulfilling life. Must reading.”

— **David Heenan**, *Flight Capital and Double Lives*

“When you make a living from your ideas, you tend to forget about things like fun. *Parallel Mind* is a practical, poetic, and playful reminder. Even those of us in the creative professions need to remember to have fun and play; it can restore the very soul.”

— **Bernie DeKoven**, *The Well-Played Game*

“As the founder of Alchemists International, my work has shown me that the most valuable element for any transformation is creativity. *Parallel Mind, The Art of Creativity* shows how anyone can transmute ordinary thoughts into the gold of pure creative action.”

— **Jeffrey S. Edwards**, **Organizational Alchemist**,™  
**Alchemists Intl**

“In the magic play of personal development, Aliyah Marr teaches us how to fully embrace our deepest desires and dreams. *Parallel Mind* is a sure guide. Read it and you will grow.”

— **Marc Zegans, creative development advisor,  
*Pillow Talk, and Night Work***

“Packed with actionable insights and precise tools for breaking through self-imposed limitations and barriers, *Parallel Mind* is more than a book, it is a foundation for success and inspiration.”

— **Stephen Sorkin, Co-author, *Aha Performance:  
Building & Managing a Self Motivated Workforce***

“As a marketer and creator of the *Book Yourself Solid*<sup>TM</sup> system, I know the value of creative thinking; it can make or break a business. *Parallel Mind* contains invaluable information on how to release the mental and emotional blocks that most of us encounter in creating a new business and in marketing ourselves. Highly recommended.”

— **Michael Port, *Book Yourself Solid*<sup>TM</sup> and *Beyond Booked Solid***

“As a life coach with a focus on developing self-awareness I found *Parallel Mind* a fascinating read. Aliyah Marr demonstrates how developing one’s own creativity can help anyone, from artist to entrepreneur, change their

lives. Aliyah presents a compelling argument for the value of creative consciousness; showing how you can use tools from the arts to shift your thinking through the power of self-understanding and love. She inspires you to be in your highest creative self at all times. This book is an incomparable reference guide; keep it in your back pocket until the changes that she endorses become part of you like a pair of your favorite jeans!”

— **Michael A. Nitti, Executive Life Coach,**  
*The Trophy Effect*

“With a masterful blend of science, metaphors, wisdom, quotes, and storytelling skill Aliyah Marr brings the magic carpet of creativity to life. With this book we can become the creative masters of our lives.”

— **Sharon Lund, Author & International Speaker,**  
*The Integrated Being: Techniques to Heal the Mind-Body-Spirit*

“Aliyah Marr’s book provides a unique look into the development of creativity. The wide variety of ideas and approaches to creating provide something for everyone to ponder. In addition to her views, relevant quotes from artists, philosophers and others offer much food for thought.”

— **Bruce Wands, Art of the Digital Age and Digital Creativity**

“As a person with autism, my visual thinking mind finds unexpected associations that help me invent new ideas. *Parallel Mind* will give you lots of new ways to look at old problems.”

— **Temple Grandin**, *Thinking in Pictures*

“This book is about the life-changing power of the creative spirit, but it will also be relevant to those who primarily work with their left brain. As Aliyah shows, we all have deep reserves of creativity that we can draw upon to transform not only the way we interact with the world around us, but also the very thoughts and emotions that determine our reality. Aliyah Marr’s ideas are provocative, even challenging, but she presents them in vivid, accessible arguments supported by an eclectic assortment of quotations from philosophers, artists, scientists, and other famous figures. *Parallel Mind* contains the rare gift of a new, necessary angle on contemporary life.”

— **Benjamin Kessler**, playwright & managing editor of *Graphics.com magazine*



# Parallel Mind

The Art of  
Creativity

Aliyah Marr



THE THETA WAVE  
PROJECT

Copyright © 2008 Aliyah Marr. All rights reserved.

Painting on cover:

*Passage into Night* from *The Mirage Series* (and the *Courage* card from the *Transformational Tarot*) copyright © 2004 Aliyah Marr

All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior express written permission of the author.

Limit of Liability/Disclaimer of Warranty. The author makes no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaims any implied warranties or claims.



THE THETA WAVE PROJECT

[www.thetawaveproject.org](http://www.thetawaveproject.org)

Visit author's websites:

[www.radi8.org](http://www.radi8.org)

[www.parallelmindbook.com](http://www.parallelmindbook.com)

[www.aliyahmarr.com](http://www.aliyahmarr.com)

***Library of Congress Cataloging-in-Publication Data***

Marr, Aliyah

Parallel Mind, the art of creativity / Aliyah Marr — 1st ed.

p. cm.

ISBN 978-0-9821059-0-0 (ebook)

ISBN 978-0-9821059-1-7 (paper)

1. Creativity 2. Art 3. Personal Development 4. Self-help  
5. Marketing 6. Psychology 7. Education

*The great teachings unanimously emphasize that all the peace, wisdom, and joy in the universe are already within us; we don't have to gain, develop, or attain them. We're like a child standing in a beautiful park with his eyes shut tight. We don't need to imagine trees, flowers, deer, birds, and sky; we merely need to open our eyes and realize what is already here, who we really are. — Anonymous*



*“Are You Up To Your Destiny?” — Hamlet*

## PREFACE

Are you ready to live the life you were meant to live? This book is about how to live a creative life; not how to paint or draw, but how to think like an artist, and how to find a joyous, complete life as a result. The power of creative thought can impel you to excel in any medium, in any field, or any subject.

Many people are creative in their daily lives, others would like to be more creative, still others would like to experience the magic that they have seen only from the outside until now.

This book answers some essential questions, the most important being: what is creativity, and how can it bring me freedom and happiness?

However, the real value of this book is not in the questions that it attempts to answer, but in the questions that it poses. These questions are traditionally asked under the cover of art, but I ask these questions here so that you may ask them of yourself.

I started out as a fine artist, and entered the fields of illustration, graphic design, broadcast design, and interactive design. As I developed my commercial skills and artistic craft, I learned that there is a difference

between *pure creativity* and *applied creativity*.

*Pure creativity* is an activity that has no predefined destination or purpose, while *applied creativity* is an activity that always has a goal or application in mind. Pure creativity can be seen as a kind of play, while applied creativity is usually seen as work.

Examples of pure creativity include (but are not limited to): a painter who paints from his heart, a musician who creates a symphony while toying at the piano, a writer who bases a screenplay on the people she knows at work, a scientist who discovers a new law of the universe by playing with raw materials and outlandish ideas.

Examples of applied creativity include (but are not limited to): design, architecture, scientific inquiry, technological innovations, copywriting, and business development.

One form of creativity is not superior to the other. It is just easier (and more fun!) to learn pure creativity before attempting to apply that creativity to a purpose. Applied creativity can be fun and playful too. However this particular book focuses on the importance of play to our development as a complete, creative individual, and so it is about pure creativity.

*Parallel Mind* reveals how you, as a creative individual, can mold your life with the power of your thoughts and how those thoughts can be used to create whatever you want in life.



Chapter One, *Creativity*, defines and outlines creativity: what is it, how can we use it, where does it reside?

Chapter Two, *Double Vision*, is about the source of creativity — our inner child — and how we, as adults, encase this pure self in a cage of fear and limitation.

Chapter Three, *Body & Soul* discusses the relationship of the body to the mind; how to use your mind creatively to create the body you want.

Chapter Four, *Shaking the Tree* explores more deeply into the mind, how to change limiting beliefs, how to overcome fear, and encourage original thought.

Chapter Five, *Navigating a Sea of Emotions* is about emotions: why do we have them, how to choose your emotions, and how to use them effectively.

Chapter Six, *The Secret of Sex* reveals how to marshal the twin forces of passion and desire to supercharge and sustain your creative vision.

Chapter Seven, *The Conscious Creative* shows how the practice of art brings the artist increased awareness and personal power.

Chapter Eight, *The Infinite Self* brings together the concepts introduced in the former chapters, and shows how they can lead the artist to creative freedom.

Included in every chapter are quick in-text exercises intended to help provide a break in reading you activate the principles you have just read. They are repeated in the appendix for your convenience.

- 1 *Record Your Internal Dialog* — What did you say?
- 2 *Internal Wisdom* — Access your subconscious
- 3 *Bottoms Up* — Change your point of view
- 4 *Recall Your Child Genius* — Your thoughts as a child
- 5 *Remember Your Dreams* — Keep a dream diary
- 6 *Rise and Shine* — Visualize health
- 7 *Change the Subject* — Make a lens
- 8 *The Medium is the Message* — Change mediums
- 9 *Chain Reaction* — Tracking thoughts and emotions
- 10 *Touchbase* — Allowing yourself to feel
- 11 *Objective Observation* — Pure observation
- 12 *Play With Syntax* — Syntax and context
- 13 *Happy Accident* — Plan an accident for inspiration
- 14 *Gather and Float* — The art of doing nothing
- 15 *Practice Naivete* — Dare to ask a naive question
- 16 *Simplify & Reduce* — Simplify, simplify, simplify
- 17 *Shift Focus* — Change focus
- 18 *Notice Negative Space* — Understand negative space
- 19 *Form Groups & Families* — Group for understanding
- 20 *Direct Attention* — Use accents and structure
- 21 *Arrange a Marriage* — Force a new relationship
- 22 *Go Gestalt* — The psychology of perception



Whatever you can dream is available to you, but first you must know how to use your creative potential. An artist is not defined by his work, but by the power of his creative thought. This book gives you the tools to achieve those dreams, whether you are a creative professional, a student of art, or someone interested in personal development.

Becoming an artist does not require a mastery of technique, great skills or advanced degrees, it only requires that you take the time to *be* an artist. Art is about change, exploration, and about the courage to know yourself.

Often we don't accept a challenge because we fear change and commitment. Perhaps we are afraid, because we know deep down that a life like this takes unconditional passion, courage, and dedication. To live a consciously creative life, you have to show the forces that be that you deserve the life you want by consistently displaying these qualities. This is what Joseph Campbell calls the *Hero's Path*. Make no mistake, if you follow a path of conscious change you are walking in the very footsteps of giants.

So I ask you: when will you allow yourself the life you deserve? A voice is whispering in your ear: today is the day.



I  
wish  
to express  
thanks and  
appreciation  
to all my  
innumerable  
teachers, but  
first and fore-  
most to my  
parents — to  
my father who  
taught me  
how to think  
and to my  
mother who  
taught me how  
to feel. I also wish  
to say to those of  
you, who like me,  
always were “different,”  
but didn’t know why:  
you’re probably an artist —  
you have a license to be free.  
Start the incredible journey.

#### ACKNOWLEDGEMENTS

I'd like to thank my editors and advisors, Aaron Buczek, Marc Zegans, and Jeff S. Edwards for their expertise and support. Marc, a creative development advisor, gave me several pivotal ideas on how to make the book more accessible and practical for the reader. Aaron was an early supporter who edited the manuscript, and helped me spread the word. Jeff, an expert in organizational transformation, proved an excellent sounding board for my promotional ideas. He introduced the book to his circle of associates, key contacts and business partners. Aaron, Marc and Jeff all share my dream of creative freedom for everyone.

## CONTENTS

Preface	xi
The Adventure of the Conscious Creative	1
Chapter 1 Creativity	5
Chapter 2 Double Vision	25
Chapter 3 Body & Soul	57
Chapter 4 Shaking the Tree	77
Chapter 5 Navigating a Sea of Emotions	101
Chapter 6 The Secret of Sex	161
Chapter 7 The Conscious Creative	173
Chapter 8 The Infinite Self	211
Appendix	223



*“The best way to make your dreams come true is to wake up”*  
— *Paul Valery*

## INTRODUCTION

### THE ADVENTURE OF THE CONSCIOUS CREATIVE

Stories of magic and mystery permeate our cultural history, and have fascinated children and adults for untold generations. Fairy tales and mythologies are full of examples of powerful people who have the ability to generate new objects and realities out of thin air. The archetypal figures in these legends live in our collective consciousness and populate our dreams.

There is a nugget of truth hidden inside these tales. The magicians in these stories are ordinary people who have discovered an incredible power. They know what all of us should know — we are natural magicians. We should know this because it is a truth that is all around us: we modify our environments and create the world in which we live.

We are creating our realities all the time. Look around you — it is a self-evident truth. Most of us live in

an artificial world of our own construction.

Everything in our man-made environment started out as a creative thought in someone's head. As the idea is caught and visualized, it starts to become more real. The original inspiration becomes denser through focus and concentration, and finally materializes into form.

So someone thinks into existence a chair, a wheel, or a computer. It is the creative thought that forms the eventual material reality. Like a fertilized egg that hatches a chick just because it was kept warm, the actual work of manufacturing the desired object is the inevitable fulfillment of conception. Manifestation is the natural, spontaneous conclusion that follows inspiration.

Creativity is our birthright as human beings. The ironic thing is that we seem to have forgotten our power as creators. We have abandoned our responsibility for our circumstances, and have given our power to remote authorities that do not have our best interests in mind. When we abandon the responsibility for our development as individuals, we give up a great deal of potential for personal fulfillment and joy. What is at stake is the most important thing to us as individuals and to humankind in general — our evolution.

I guarantee you that *you* are creative, as we are *all* creative. The life you are experiencing today is the result of the thoughts you were thinking yesterday. We are holding our reality in existence by our focus on the elements of what we perceive to be our reality. Whether

aware of it or not, we are thinking our lives into existence from moment to moment. I propose that if we are creating our lives we might as well be conscious of the process and choose what we want to create.

We are all master magicians; in fact, we are such good magicians that we have deluded ourselves into believing that we are powerless, when in fact, we are the ones in control of our lives. Whether conscious of it or not, we are creating our reality all the time. We are natural creators who have the power to create whatever we want.

When we find the power to take control of our thoughts and change our circumstances, we find true independence and creative expression. Nothing is beyond us, because in a state of conscious creation we can live without limits.

However, the average individual feels like a victim of time and circumstance, powerless in the face of what looks like an absolute and insurmountable reality. We are not as helpless as we believe; we are simply unaware of the part we play in our circumstances.

Who can help us regain our power? I have come to understand from my work as an artist that we should look to ourselves for the answers. I know of nothing that has the same potential for self-discovery and empowerment as the process of creating art.

Think about what it would feel like to release the wondrous power that resides within you. What if we

are not Aladdin making wishes by rubbing a lamp, but instead, we are the Genie granting those wishes to ourselves? Does this idea frighten or excite you?

*“When you follow your bliss... doors will open where you would not have thought there would be doors, and where there wouldn't be a door for anyone else.” — Joseph Campbell*

*“The Toltecs believe that every human is an artist, and the art we create is our lives.” — Don Miguel Ruiz*

# 1

## CREATIVITY

What is your most heartfelt desire? Do you know that you have the power within you to grant any and all of your wishes? Humans are natural creators. It is our birthright to be the creative architects of our lives, not just a leaf in the wind, torn between our duties and our desires.

As humans, we are uniquely gifted magicians — we have the ability to create new things and even modify our environment. Creativity is our talent and our gift, an inheritance from an abundant universe.

Beyond the sense of personal power and control that comes with the practice of art, the fringe benefit is a life filled to the brim with riches. It is impossible to be bored when the world is a playground filled with toys and tools for you to play with and use. Everything is potentially interesting and useful; every event is an

opportunity for a learning experience — a spark for a responsive, playful intellect.

Most of my lessons about how to live come from my practice as an artist. I have learned to apply the simplicity and directness of these ideas and found that they work to create whatever I want. I would like to share some of these principles I have discovered with you, so you will be inspired to seek and find your own tools to gain the life you desire.

*“The world is a feeling.” — Don Juan Matus*

### **Building blocks**

Just what is this talent we call creativity? Is creativity natural to all humans, or do only some people have it?

Within the context of this book I define two fundamental types of creativity: *innate creativity* and *conscious creativity*. Innate creativity is something that every human on earth has naturally, but it operates at an unconscious level. Conscious creativity is what artists develop.

An artist<sup>1</sup> starts with innate creativity; through the practice of art he develops a keen awareness that I call *conscious creativity*. Conscious or actualized creativity is a matter of learning a particular kind of attention or focus; the resultant mood or feeling is the essence of being an artist. This book is about how to awaken,

---

<sup>1</sup> I refer to creative people as artists in this book, although not all of us are actual artists by profession; for the purposes of this book, it is a convenient term.

nurture, and mature the innate creativity that we all possess into full conscious expression.

Creativity is not limited to art forms, and it is not a learned skill. The smallest child is a natural artist, taking elements from his environment, recombining them and shaping new things. Our minds are naturally creative; perception itself is a kind of creative activity, because the brain has to interpret and put in perspective all that the senses deliver.

The eye cannot perceive without the partnership of the brain, which interprets every experience and filters it through past experiences and emotions. The eye is not a camera, and the brain is not a computer. The brain creates reality from the data that it receives, even when it thinks it is merely perceiving. It is impossible to be truly objective about anything, because of the way our brains are designed.

Natural creativity operates in all of us in every thought, and in every utterance; in every perception and in every feeling. Creativity is often repressed from full conscious expression, and lives at an unconscious level in most people. Resolving creative repression means overcoming certain mental and emotional blocks. Once those blocks are removed, creativity naturally blossoms into full conscious form.

In Western society, people often confuse product with process. A conscious creative knows that the process is the actual product, and revels in the journey

of making art. When you look at art you are seeing the by-product of the creative process. In the same way that the shed skin of a snake is a record of the animal's former shape, artwork is an imprint of who the artist was — it is a record of the creative process, a fascinating window onto the evolution of the individual.

The real product is the evolution of the artist, not the artwork that she creates. People unconsciously know that the artwork is only a snapshot of the artist, a record of who she was when she created it. Art collectors are often trying to buy a “piece” of the artist, a souvenir of a person or life that they admire.

*“You’re confusing product with process. Most people, when they criticize, where they like it or hate it, they’re talking about product. That’s not art, that’s the result of art. Art, to whatever degree we can get a handle on (I’m not sure that we really can) is a process. It begins in the heart and the mind with the eyes and hands.”*  
— Jeff Melvoin, *Northern Exposure, Fish Story*

Art stops time in order to teach, expose, or reveal things that are normally hidden. Art patrons want to purchase the object that represents what they felt or saw to preserve it for future contemplation.

In owning the object, they own the lesson or the experience. It is a way to possess time, and slow life

down. Like a souvenir of a great trip, people want a way to remember their feelings, and freeze their knowledge in solid form.

**Art imitates life imitates art**

One can transport the lessons learned in making art over to the creation of one's life. Taken one step further, it is possible to approach life as a work of art. For that, we need to free our natural creativity.

*“Paradoxically though it may seem, it is none the less true that life imitates art far more than art imitates life.” — Oscar Wilde, In Art*

When I was in art school, one of the questions the instructors posed to us was “What is art?” The real question is: “What is creativity and how do we work with it?”

Many of us do not understand, first, that we all have this power of creativity; second, no one seems to know where it exists; third, few people know how to tap into this amazing faculty. If you watch a small child, you can see that he is naturally creative; a child spontaneously draws and paints, imagines worlds of his own, and makes up songs and stories.

This observation of children has convinced me that creativity is innate to everyone. We have this amazing, powerful gift until the very first moment

that someone criticizes us. Then this marvelous ability goes underground, so to speak, into province of the inner child.

The qualities that all children exhibit are very close to those of the creative individual — the ones that most adults have learned to suppress. Following are the principles of creativity that I have discovered in my career as an artist:

**1. Creativity is play without purpose.** A child simply wakes up in the morning and starts to play. He has no agenda, timetable, or plans. An adult, on the other hand, makes an endeavor out of play; he cannot conceive of engaging in any activity without a goal or prearranged structure. A child does not think about problems or structures; instead he accepts what is and spontaneously plays. It is only later, once creative freedom has been experienced, that a creative individual can harness the creative impulse to a defined purpose.

However, any creative activity with a defined goal — such as solving a problem — never has quite the same taste of freedom as the practice of play without purpose. For the purposes of this book, when referencing creativity, I am referring to *pure creativity* — the kind of creative action that has no beginning intent other than the sheer joy of play.

In contrast, creativity that has commercial value or practical application is *applied creativity*. I have a good

reason for emphasizing pure creativity — in the same manner that a child has to learn to crawl before he can walk, so an artist has to first learn the pure creative form, before being able to effectively practice applied creativity.

**2. Creativity is unconventional.** The creative mind looks at the world with the eyes of a child, without prejudice or knowledge. From this unbiased perspective, there is nothing that cannot be fascinating in and of itself. This is the value of creative focus, a kind of honing in and really looking at something with deliberate naiveté.

*“The arts, and learning about the arts, are not additions to life: they are life itself, an expression of life that feeds back into it and helps to make it what it is — and, above all, to show it what it is, to make life conscious.”*  
— Clive James, *Cultural Amnesia*

In her book, *The Creating Brain, The Neuroscience of Genius*, Nancy C. Andreasen says: “Creative people tend to approach the world in a fresh and original way that is not shaped by preconceptions. The obvious order and rules that are so evident to less creative people, and which give a comfortable structure to life, often are not perceived by the creative individual, who tends to see