



*What's the Question?*


**J**uxtapose it! 


**U**nsophisticate it! 

# THE JUICE

[citrus-electricity.net](http://citrus-electricity.net) 

**I**ncubate it! 

**C**ollaborate it! 

**E**ducate it! 

## What's the Question?




### What births a question?

Failure, frustration, ignorance, pain, duty, curiosity, problems (opportunities), necessity, challenge, misunderstanding, mishap, complaint, knowledge, interest, romance, desire, boredom, passion

*Idea Helper: Six Universal Questions*

*Example: Jesus & the Paralytic - Mark 2:1-12*

**J**uxtapose it! 

*What are the parts or elements?*

**S**ubstitute a part

**C**ombine two or more parts

**A**dapt an existing idea?

**M**agnify or exaggerate the idea


**P**ut to other uses your current idea

*Idea Helper: Trigger Concepts*

**E**liminate or minimize part(s)

*Example: Treasure Bookmark*

**R**earrange or Reverse part(s)

**U**nsophisticate it! 

**Commander's Intent**

**Simple = Core + Compact**

**Proverb**

**Metaphor**

*Idea Helper: MovieMakers*


**Laser not Sunlight**

*Example: BASE Illustration*

*"Scripture frequently sums up a man's life in a single sentence." Spurgeon*

# THE JUICE




**I**ncubate it! 


*Idea Helper: Eureka page*

*Example: JUICE! booklet*

**Incubare** - "to lie down upon" - Sleep on it"



"Apparently, we need "time out" from struggling with a problem or issue. While our conscious attention is focused on the task at hand, our subconscious is still busily digging around the issue, like a terrier after a buried bone.  Then, when we are engaged in some fairly "mindless task" such as washing or driving, the terrier triumphantly produces the bone—a possible solution to the problem." **When Sparks Fly** - Leonard & Swap

**C**ollaborate it! 

**4 Brainstorming Hats**

**Post-It Brainstorming**

**Visit Aliens**

*Idea Helper: Brainstorming Sheet*


*Example: PIP Cards*

**Creative Abrasion**

- Divergent thinking

**PiP**

**Look at Nature**

**E**ducate it! 

**Places to go for Ideas**

Thesaurus  
Dictionary  
Newstand

Library  
Internet

*Idea Helper: Bob's Bookmarks*

*Example: DAWS Booklet*

Mall  
Grab Bags  
Puppets  
Dr. Suess Books  
Music  
Video Store