

# The Continuous Creation Challenge Planning Checklist

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The full Continuous Creation Challenge resource kit can be found [here](#)

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## What This Is, Why It Exists, and How This Helps

This initial section is for people who aren't already familiar with the Continuous Creation Challenge (CCC). It covers what the challenge is, the brief origin story, how this works, and some other quick details.

If you already know these things and know you don't want to use the [CCC planning checklist](#) instead, skip to the section about [what you will create](#).

### What This Is

A Continuous Creation Challenge is a period of time where you shift all your energy from the many forms of consumption into channeled creation.

There's **huge** flexibility in your plans and execution of a CCC – including how long, when, what projects to create, and what consumption to eliminate – but it's disruptive enough to open your eyes on what's possible.

In other words, **it turns your experiences into things that happen *by* you instead of *to* you.**

### The Origin Story

My name is Joel Zaslofsky and I used to spend most of my time consuming (serious bummer, I know). So I decided to experiment with non-stop creation for seventy-two hours in April 2012 and it blew my freakin' mind!

Then, in September 2012, I roped other people into trying their own version of a Continuous Creation Challenge. They reported that it was self-awareness raising, inspiring, invigorating, unsettling (in a good way), and other groovy things.

It was then I knew this CCC thing had legs and that other people could benefit from it – plus help everyone else around them.

[Click here to read the full origin story.](#)

### How This Works

If you'd rather listen to how this works, [check out my podcast dedicated to the CCC.](#)

Just remember that there's no "right" way to do a Continuous Creation Challenge. You don't have to (and probably shouldn't) do it the way that I do or that anyone else does.

Here's the overview of how to do your CCC:

1. **Plan Creative Projects and/or Be Spontaneous:** Round up all the projects you'd love to work on or never seem to get to and let them fuel your CCC. This could include writing, speaking, cooking, peace and quiet, art, new relationships, or awesome spreadsheets. Alternatively, be partially or completely spontaneous with what you create.
2. **Choose the Types of Consumption to Eliminate:** Pick from your typical forms of consumption and get intentional about which ones to eliminate for part or all of your CCC. This could include reading, food, watching things that require electricity, listening (e.g., music, podcasts, or the radio), playing (e.g., video

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games), searching or browsing, errands and non-essential chores (as you define them), social events, or non-essential communication. Just honor your needs and keep it safe!

3. **Pick a Length of Time:** The minimum recommended length is twelve hours – to ensure this feels somewhat challenging and disruptive – but you could go much longer if you wanted. This is totally up to you and based on how flexible your lifestyle is and how ambitious your creative goals are.
4. **Plan the Specific Day(s) You'll Do It:** There are many variables for this decision and each is discussed in detail in this planning guide.
5. **Make it Sacred:** Once all the other variables are lined up, make your CCC time and plans sacred! Don't let anything short of major unexpected family or work issues derail this.

If you want to see what a CCC looks like in the real world, [click here to see examples of how other people have done theirs](#). There are also groovy [FAQs found here](#) if that's your kind of thing.

### Additional Guidance

All sections of this planning guide are optional. but keep in mind that the more you put into this, the more you and everyone else will get out of it. I recommend that you clear your calendar and remove all distractions like kids, Internet, TV, or hobbies before tackling your guide. You don't have to complete this in one sitting and it's totally OK to come back to it as time allows.

### Notes about Formatting

1. This guide was not designed to be printed and hand-written.
2. All the tables and fill in the blank sections expand automatically based on the amount of information in them.
3. If you need to print and hand write this guide, then expand the sections where you need more room by navigating to it and pressing [Enter] until it's large enough.

### Other Continuous Creation Challenge Resource Kit Items

This planning guide is only one of the tools from the CCC resource kit. The rest are [right here](#).

## What Will You Create?

You can have a separate checklist of projects to crank through, make it completely spontaneous, or find a happy medium between planning and serendipity. First, think about how much time you want to block off for planned projects versus spontaneous creation. Next, add any planned projects in the categories below.

### Writing

*If you love to write or need to type something up, a CCC can be just what you need. For example, you might want to journal, create blog content, write a book, hand write some thank you notes, create some birthday or holiday cards, or scribble a love letter. Get specific.*

## Speaking

*Do you enjoy using your voice to create something like a video, music, podcast episodes, or presentations? List the ways you'll highlight your creative expression through the spoken word.*

## Art

*Do you draw, sculpt, do graphic design, paint, print, decorate your home, do woodworking, take pictures, or generate performance art? List the inspiring art you'll create here.*

## Cooking

*Whether it's a delicious snack, that recipe you've been meaning to try forever, or three weeks' worth of meals for the freezer, write about any plans to dazzle someone's tongue.*

## Peace and Quiet

*Anything that creates peace and quiet – like meditation, yoga, or walking your dog(s) – is wonderful. How will you generate mindfulness or align your thoughts and spirit?*

## New Relationships

*Are you eager for a revived friendship with the neighbor down the road, a fresh relationship with a stranger at a social event, or chatting with that one person you've wanted to strike up a conversation with? Describe the person or people you'll interact with during your CCC.*

## Other Miscellaneous

*Will you garden, work on a new website or app, build an amazing mind map, feed your spreadsheet needs, or take requests from family and friends? Now's your time to show off your creative chops!*

## What Will You Eliminate?

Here's where you get to choose the types of consumption you'll eliminate. What constitutes consumption is subjective and will vary between you and everyone else – or even within a category like reading fiction versus non-fiction books.

Remember: the challenge should feel difficult and disruptive in some ways. But never compromise your health or jeopardize any known physical, mental, or emotional issues you may have. That means honoring your need for sleep, fluids (e.g., water/tea/coffee), and/or food.

### Reading

*We consume over 100,000 words a day on average from books, newspapers, emails, texts, social media, ads, and other places. What type of reading will you eliminate so you can focus more on creating?*

### Watching (a.k.a. Things Requiring Electricity)

*Watching nature is A-OK. But anything that requires electricity might be worth cutting out. So what, if anything, is on your chopping block among movies, TV, YouTube, TEDTalks, or anything else you need a device to view?*

### Listening

*Music, the radio, and podcast episodes are only the beginning. What do you normally use your ears for that you'll swap for something else?*

### Eating / Drinking

*You might want to eliminate snacks, beverages with calories (e.g., something other than water or tea), entire meals, or a day of food. What and when will you stop eating or drinking and what does that look like?*

### Sleeping

*Some people reduce their napping or nighttime sleep during a CCC. What kind of sleep, if any, will you skip?*

## Playing

*Are video games or sex playing? You get to decide what constitutes "play" and which types you'll eliminate.*

## Other Miscellaneous

*Here's your catch-all section for things that don't fall into the main elimination categories. This could include searching/browsing (e.g., Google or at a clothing store), modifying (e.g., your blog design or a sweater), running errands (e.g., going to the grocery store or library), social events, non-essential communication (defined as you like), or anything else you can think of.*

*Challenge yourself to think of unique ways to eliminate consumption and list them here.*

## General Planning

There are many details that go into planning a successful CCC and they vary depending on how long it is, where you'll do it, why you're doing it, how you'll communicate the results of the experience, and other variables.

This section is intended to capture most of those variables, but you'll probably think of your own to add to this list.

### How Long

*The minimum recommended time is twelve hours, but longer is generally better (if possible).*

### Starting, Finishing, and When You'll Do It

*It's best to do a CCC when your commitments are low, but a good plan can accommodate just about anything life throws at you.*

*Will you do it primarily over the weekend or during the week? Will you start and finish in the morning, afternoon, or evening? Do you need any recovery or catching up time after it's done? List your needs here, pick a specific day or set of days, and make it sacred!*

### Documenting Your Creations

*Separate from how you'll share your creations (if you do at all), how do you plan to document the things you create? In a journal, Word document, spreadsheet, private forum, or something else? You should be proud of what you create and potentially use the output to compare one CCC with any other.*

### Communicating Your Creations

*How will you communicate what you've created? Via email, phone calls, text, an online forum, social media, a shared online document, or something else? And who will you share your creations with? Family, friends, neighbors, co-workers, a social club, or an online audience (e.g., blog, podcast, video)?*

## Who's Impacted

*Different people will be impacted in different ways before, during, and after your challenge. Identify which group(s) of people are potentially or definitely impacted so you can still meet their needs during your CCC. Setting expectations in advance with the most impacted people is highly recommended.*

## Mini-breaks

*What mini-breaks, if any, will you allow yourself to take for specific commitments to uphold during the challenge? Examples include making meals, time-sensitive errands, picking up the kids, or caring for your pets in a certain way.*

## Sleep

*Some people get more sleep during their CCC. Other people get less or keep their normal routine. What are your plans related to sleep?*

## Location

*Where's the primary location for your CCC? At your house/apartment, a friend or family member's house/apartment, away from home (e.g., at a cabin in the woods or camping), or somewhere else?*

## Accountability

*Who, if anyone, will be your accountability buddy or team to keep you motivated before your CCC or to help you troubleshoot during it?*

## Doing It With Others

*Some people do their CCC with family, friends, a local or online community, or even strangers. Who will you do your CCC with? (Solo is just fine, of course).*

## Questions to Answer

*It's time to write down some prompts to get those brain juices fully flowing. For example: what's yoga like after fasting for X hours or how hard/easy was it for me to resuming consuming certain things I eliminated? List any questions you have for yourself here.*

## Taking Requests

*It can be fun to take requests about what you should or could create during your CCC. Who will you ask to suggest creations?*

## Special Notes

*If there are any special notes or something in particular you want to call attention to, do it here.*

## More Resources (and a Request to Help Others)

If you need more tools related to planning, doing, and sharing your CCC, just head to the [CCC resource center](#).

It's my sincere hope that the Continuous Creation Challenge makes it easier for you to simplify, build community, and be authentic. And when that happens, **share its existence with others who will benefit.**

We're here to consume less and create more – together – and I need your help to make a huge impact!

So here are some great ways to spread the word about the CCC:

### Social Media Sharing

Here's a tweet you can share to help get the word out and you can expand or edit it however you want for Facebook, Google+, LinkedIn, or anywhere else you like:

**Tweet:** Consume less, #create more. It's the Continuous Creation Challenge from @joelzaslofsky and it rocks! Learn more → <http://bit.ly/1mECdoz> ([click here to tweet](#))

You can also use these links to share with a single click on your favorite social platform:

[Click here to share on Facebook](#)

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[Click here to share on Google+](#)

[Click here to share on LinkedIn](#)

Thanks for your help ... and for planning a rockin' CCC! We all need more people like you.