

**STRIPPED DOWN**

---

**SUCCESS**

*for* **CREATIVES**



**ALEX OKOROJI**

# Introduction

How many times have you wished to BE something? Or to DO something that just stayed a beautiful shiny idea in your pretty big head? Huh? Whether its to start that dream business, or to write your first book, design your own website or a fashion label, maybe start your music career, travel the world, become an Influencer, be financially independent or just be a world changer?

Well, I dreamed so many times about being a world changer, myself...But it wasn't until yesterday on a very important skype call for a social Initiative that I'm co facilitating, with a prestigious South African Organisation, did the amazing COO call me a Thought Leader.

Wow!! You would think a woman who named her blog ALEXANDRA N' HER NAKED T-H-O-U-G-H-T-S would realise how much of a "*thought leader*" she has become, sharing her empowering ideas and thoughts with the world, huh? Well, not ME! Hahaha. I had never ascribed that title to myself. Geez! But what have I been doing for the past two years and counting...but create innovative ideas that have become reality and influence people to either replicate it or take similar action.

We talked about so much, and I offered a myriad of ideas - I have to admit that is one of my super powers. Brainstorming -- Thinking on the spot and creating strategies to help people achieve their goals - Of course They were very impressed, at how CREATIVE my ideas were.

Being creative is about finding unusual solutions to actualising goals and visions. It is the art of turning your new and imaginative ideas into **REALITY**, characterized by the ability to see the world in new ways - find hidden strategies, patterns, systems and ways to make connections between seemingly unrelated ideas, and use it to generate solutions.

How many times have I gotten an idea from watching my son play car race or even subway surf? That's the **BEAUTY** of having a highly imaginative mind like mine. A mind that works round the clock. Sow a tiny seed in my head...and I can give you multiple variations of things you can do with it. But you see, long before now... I **WASTED** so many years creating ideas that people never heard or saw.

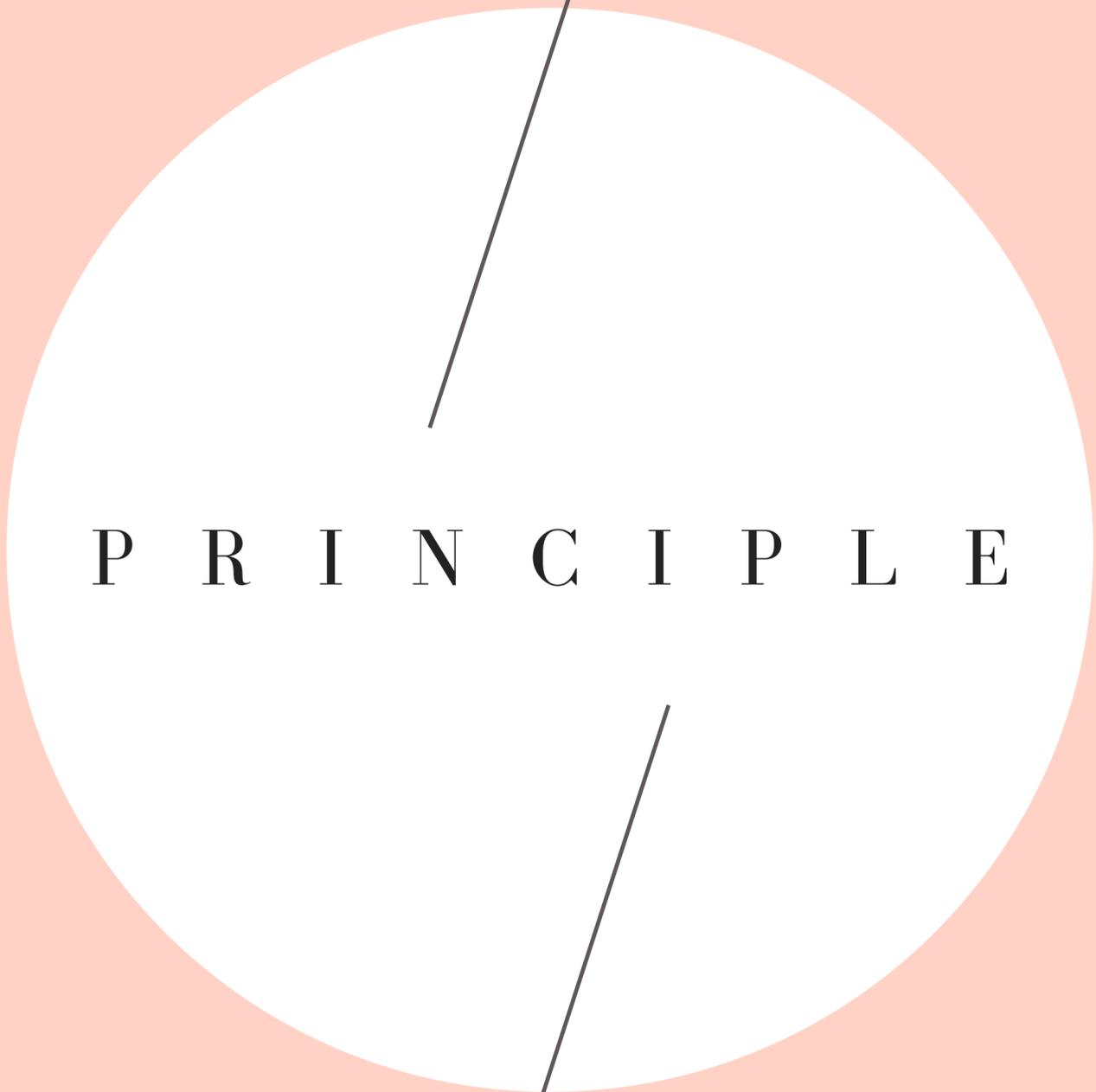
And that's the big problem. Too many people have ideas...but these same people have excuses for why those brilliant ideas have become NOTHING. "*I don't have money... I don't have time... I need resources, its on the internet... I wish the product was physical, who will buy it? Its because she has connections*". They have all sorts of ridiculous excuses for why they never take action, they forget that a major part of a brilliant idea is also strategically planning how it will all come to LIFE.

Hence, the theory that creativity starts and stops only at IMAGINING is a big **fallacy**. Ideas need to become REALITY for it to in fact be CREATIVE. So yes, creativity isn't just about dreaming of the cake, its about blowing out the candles too. And for you to blow the candles, the cake needs to exist.

If you follow my work, you may have noticed something peculiar about the way - I like to do things or project my personal brand as a creative? Whether it is my thoughts, website, articles, products, banners or just my ideas. Well, I know that being a **SUCCESS** takes the #1 spot on our daily thoughts - for the many who crave it.

And because I know becoming a success is on most people's "got-to-have-it" list. I've been itching to strip down some Success **PRINCIPLES** for CREATIVES. Yup! Principles, I've been applying daily. - Principles founded upon my **NAKED** Philosophy and how I have used them to achieve my own personal & professional goals. And I hope they help you move to the next level.

01



P R I N C I P L E

01

# #1 - BE CURIOUS

I'm one of those creative cats who loves to be in the know, and I have made a lot of genuinely interesting discoveries out of constantly being curious. If I receive a newsletter, I'm clicking away. If I read something, or like something I discover - I want to try it out, find out more for myself. It gives ME a first person experience or knowledge I can apply to my own needs.

When an apple falls down from a tree, be CURIOUS to find out why it came down instead of going up! There's got to be some lesson in there. Even if the reasons are negative. Tap into something called '**negative inspiration**'. It's an example of something you shouldn't be doing or NEVER do to avoid certain negative results.

02

P R I N C I P L E

02

## #2 - ASK QUESTIONS

Of course, a systematic way of taking your curiosity in to another level is to Ask Questions, instead of struggling by yourself for the right answers or any answers at all. Simply ENGAGE in constructive curiosity. Question the “why” and “why not” of things. I talk a lot ...Dang! I ask too many question...Whew! Sorrrrrrry it bothers you - But the experts will tell you, there's nothing like over communicating in the media business. Isn't that why I'm the Queen of Expression? He he he... \*tongue out (My Radio Show - THE NAKED TALK w/ Alex Okoroji gives me the opportunity to explore constructive curiosity with my guests). I can tell you that I've been blessed learning so much from the different on-air conversations.

03

P R I N C I P L E

03

## #3 - CHALLENGE THINGS

Creatively OPPOSE the status quo. Don't be afraid to catch a curve ball. You may not realise this, but most of your inventions, will come from having to question things & reset the trend.

Like the time my father and I made coconut rice with boiled peanuts, or when I painted each of the seven walls in my old living room, a different set of color stripes and pattern. Eclectic? Yea! Maybe... But it was nonetheless beautiful!!

Yes, I am constantly challenging the norm. Who says I must have white walls or even plain walls? Who says I must cook my meal the same way everyone else cooks theirs. Who says I must walk the path of others?

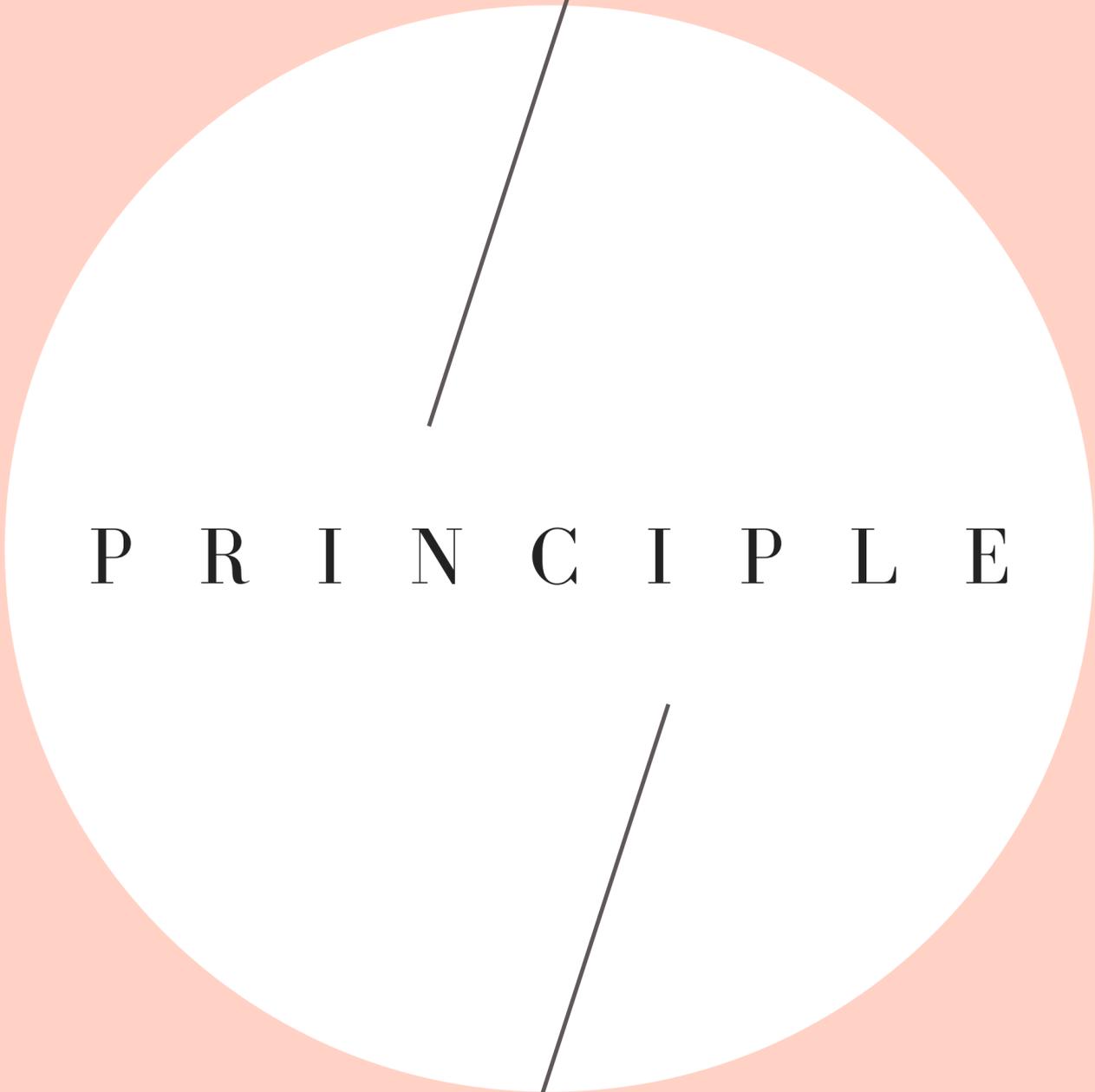
## Stripped Down Success For Creatives

Who says that my radio show has to be terrestrial or that my book has to be in paper back? Who says that I have to leave my country to attend a virtual workshop

Or that a global conference has to be physical, why can't it be online? Who says your influence or targeted platform audience has to only be in your home country? Why can't it be Global?). Who says YOU have to follow the bunch?

My point is that the general rule of law or action that is now the status quo, were created by humans, just like you. And boi! they don't have two heads - Yup! The standards, ideology, strategies, rules can be CHALLENGED. It can ALL be broken. You only need to apply your mind to productive use.

04



P R I N C I P L E

04

## #4 - TAKE RISKS

Sometimes it's good to think in the OPPOSITE direction. Ah! Hear the word **NAKED** and start running far far away... Ha...now while I could easily have used the word "AUTHENTIC" to project my brand - Calling my show "**The Authentic Talk**" - The Authentic Challenge - or even my blog "**Alexandra N' Her Authentic Thoughts!**" Hahaha...I mean, it's sounds a little less risky. A little more basic and straight forward. The obvious path.

Rather, I went in the opposite direction, choosing something risqué instead of following the crowd and doing the obvious. My **NAKED** brand stand out. I dare say it gets as much attention as it is provokes people to think about its deeper meaning.

05

P R I N C I P L E

05

## #5 - SPREAD YOUR WINGS

You can fly. It's just that you don't BELIEVE you have wings. Spread your wings & collaborate. Geez! I have been flying all over the world with my ideas, strategically reaching influencers around the globe...I didn't even need to jump on an air plane to make it happen. Think of the amount of stress or how much it will cost financially, if I had to leave Nigeria to travel to different locations per day - just to spend an hour in Australia, chatting with a Monique Hohnberg and the next hour in India, chatting up a Rohit Girdhar or Jyoti Tiwari and next to Canada, every minute I want to pick Frankie Picasso's brain or talk to my friend Maxwell Ivey, Nina Bingham or American Singer, Scott Krokoff in the USA. But distance hasn't stopped me.

## Stripped Down Success For Creatives

Note that this isn't about travelling, its about **FLYING**. Many people travel around the world but aren't flying with their ideas, hopes and dreams. They aren't connecting or using the opportunities to build themselves, their visions or their brands. And there are those who also think **GROWTH** will only come from physically migrating. Well. I'm too much of a patriot, a home buddy. So I personally chose to migrate my mind instead.

Everyday, I **connect** with at least, one new super important person around the globe, who is of value to the world and my long term goals. Don't wait for your wings - Believe that you can fly with your ideas and reach people wherever they are, from wherever you are...Oh yes, you can!

06

P R I N C I P L E

06

## #6 - JUST DO IT

Always revisit the SUCCESS formula, “Think it! Believe it! Demonstrate it! and Have it!”. I’m always frustrated with people who tell me their one million ideas that don’t go anywhere. I’ve even gotten tired of asking...“Hey, how is it going, Buddy...?”. And don't say it's because I think I'm NOW an over-achiever. Ha! You really should hear my story of struggle - THE UNCUT VERSION. You'll put up a freaking monument for me. He he he.

See! People always stop at “think it and believe it”....Noooo!!! Noooo!!!! Darling, that's not enough. Many of us truly believe we CAN, but how many of us who do, really go ahead to prove it? You have to go on to DEMONSTRATE it.

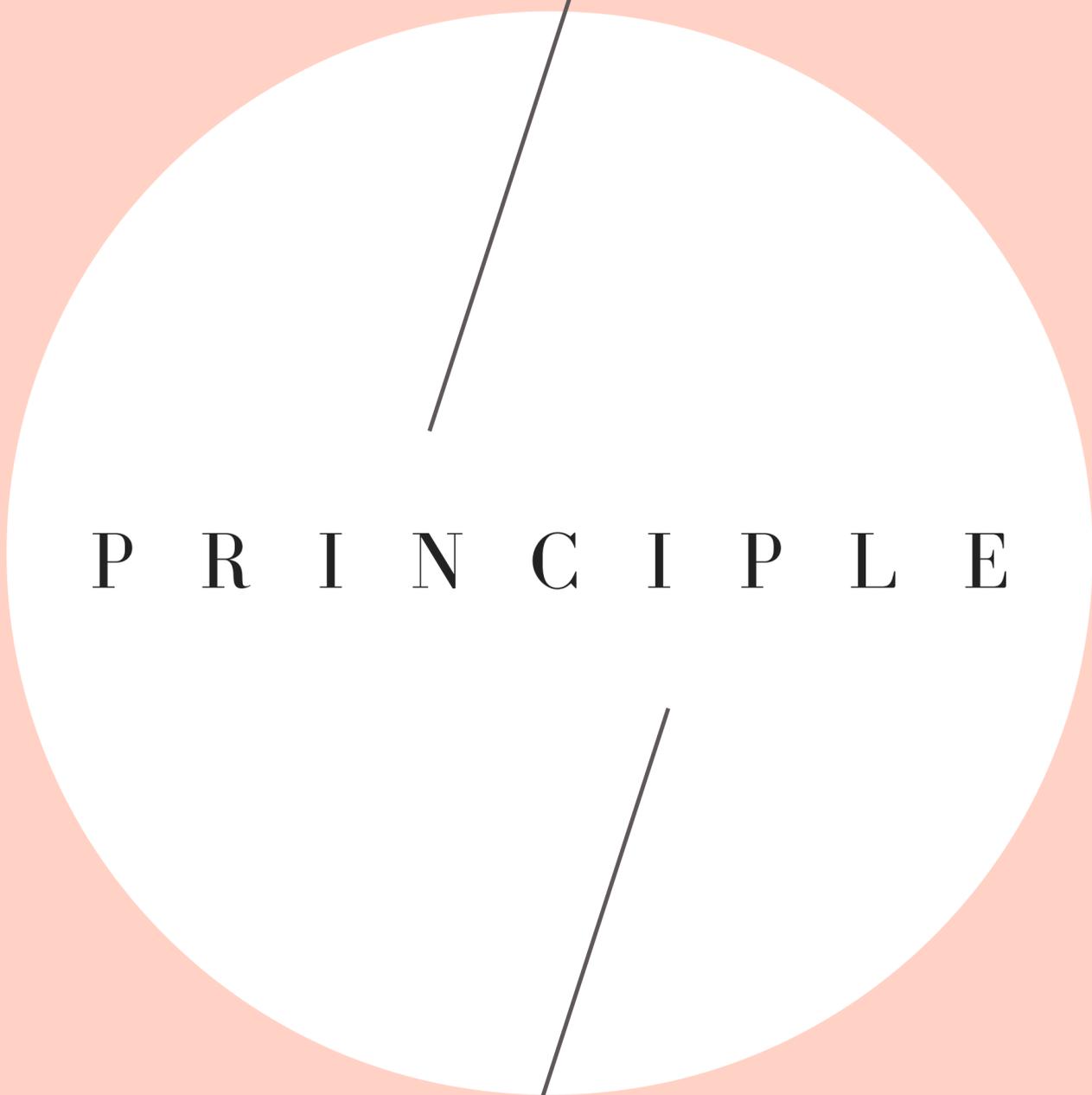
## Stripped Down Success For Creatives

I stopped telling people all the beautiful amazing things I believe I can do...Really, it's pointless! They are rolling their eyes, screwing up their nose, laughing at you and waiting for you to falter, dammit!

I don't wait for anybody. I just go ahead and **DO it**. Because I have learned that It all comes right down to action. If you want something, you go get it. If you don't make moves, then nothing happens.

Besides, nobody believes a damn thing you say anyway, until they can SEE it. And truly, it's only until you demonstrate it, that you can actually have it. It's only after then, it now becomes a part of your success story - your ultimate bragging rights

07



P R I N C I P L E

07

## #7 - THINK POSITIVE

Embrace UNLIMITED thinking. You lose nothing when you have positive mentality. I keep repeating the word "limiting beliefs"... Geez! I wish I could coin my own "shakra" for exorcising these limiting ghosts.

"Huummm...Gooooooo....." (Don't laugh! I'm serious). Honestly, I can't reiterate enough, how important it is to STRIP these negative thoughts about yourself and your vision... Because you can never rise higher than your own expectations of yourself.

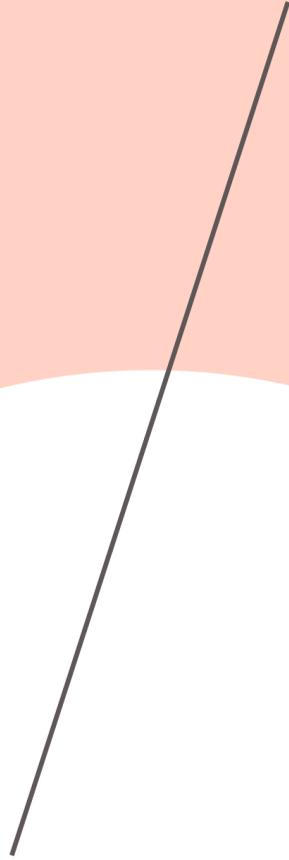
Expect the best, get the best. Expect less - Get less. So you see why its necessary to embrace unlimited thinking? The belief that you are CAPABLE of anything, and you will let nothing get in the way, of making your desires or dreams happen.

## Stripped Down Success For Creatives

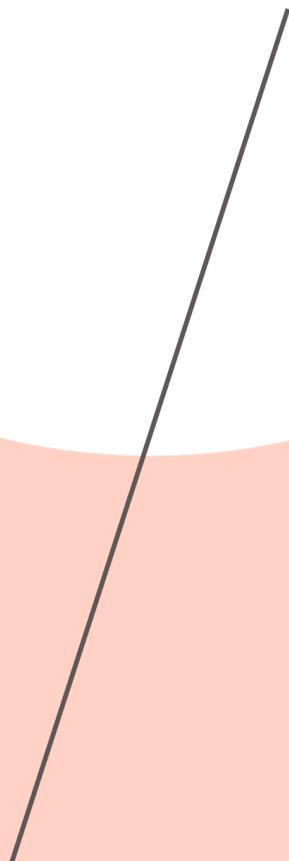
In my case, I like challenges. I dare you to challenge me. Just put me to the test and tell me, I CAN'T do something and WATCH me humiliate you. Why? Because no one has seen the best of me. I'm **unlimitable** in my mind. And I have taught myself to only see the best in ME and those I surround myself with.

So yes, the sky is not your limit. You and your THOUGHTS are. Clap! Clap! Whoosh!! As a thought leader. I can't over reiterate the value of this one. **Do you always THINK that you can't? Then you NEVER will.** All I will say is that your MIND is your POWER HOUSE. Everything starts right there. Your mind is the very foundation for success. Build it! Keep buildinnnnnggg it. Don't ever stop! Not even if you see a bull launching at you.

08



PRINCIPLE



08

## #8 - BUILD TRUST

I'm not a traditional brand strategist, so I can't exactly tell you what the PR play books will rather say. But this is what I will tell you from the streets of hard knocks rebuilding my own brand from ground zero. Here is a word you must remember every day...That word is **TRUST**.

Can people trust what you say? Can they trust, that you will do what you say you will do? Are you considered ORIGINAL or a phoney? But wait a sec! If they don't really know your back story, how can they even trust you???

Want to build a platform, better engagement, a hard rock fan base, dedicated audience or LOYAL customers?

## Stripped Down Success For Creatives

People who actually patronise you and buy your products or services. Your operative word should be 'trust'... knowing that no one will buy a product or do business with a brand they absolutely do NOT trust. And these days, your brand is not what YOU, your advertisers or advertising dollars say you are. **Your brand is actually what your CUSTOMERS or audience say you are.**

So while creating that perception. Is the perception you create - relatable? Is it based on falsehood, or is it based on authenticity? An authentic perception that is totally relatable to the majority with purchasing power.

09

P R I N C I P L E

09

## #9 - BE UNUSUAL

Inventors are extraordinary people, get UNUSUAL! Be different... Have you ever been to my websites? See how crazy colorful they are... I configured/designed them ALL myself,(Yeah, yeah, I grab any opportunity I get to BRAG). So many people tell me how attractive they are. But also filled with personality and warmth. I could easily have created a bland basic design that fades or just blends with the crowd. But I've always loved to STAND out and do my things differently. For Pete sake, I'm an Artiste - A Creative, not a lawyer or a banker. Why should my marketing materials reflect otherwise? You should never be afraid to STAND out in your niche, do the unusual and inject personality to your ideas or projects. You are an INVENTOR - a creator. Click to GET #10

# ABOUT THE AUTHOR

ACTRESS | WRITER | RADIO HOST | SELF-HELP  
MENTOR

# ALEX OKOROJI

[www.AlexOkoroji.me](http://www.AlexOkoroji.me)



ALEX OKOROJI is is a Nigerian Actress, Writer, TV Personality, Talk Radio Host, Speaker, Author & Self-help Mentor, who has been featured in over 250 National & International Media, as an Advocate for EXPRESSION, a Personal Reinvention Activist & a Multi Platform Ambassador for Self Empowerment & Transformation who uses different mediums of the art to empower people globally with her NAKED Philosophy. She is a 2015 Global Consciousness Raiser, a Cover Featured Guardian Woman, International Contributor for THE HUFFINGTON POST, #SheMatters Ambassador & a 'Women Mentoring Women's Mentor for Idea Builders.