

Ways to Build Metaphorical Thinking

○ Exercise your right brain

- Spend more time relaxing in nature
- Listen to instrumental music that moves you
- Meditate
- Practice guided imaging
- Drum freestyle
- Practice free association techniques
- Perceive or use sensory clues
- Brainstorm from right brain

○ ...and your left brain

- Create self-affirmations and read them daily
- Brainstorm from left brain
- Think about what is revealed and concealed in advertising and other persuasive messaging
- Consider large universal themes
- Compare or distinguish like from unlike things
- Associate or group similar things together

