

# CREATIVITY COACHING WITH SARA SALTEE



[sara@salteeacademy.com](mailto:sara@salteeacademy.com)

**Congratulations** on your decision to explore creativity coaching!

This represents an act of real boldness and a willingness to stand up for your creative life – both auspicious signs for your creative success!

In the material below, I have tried to anticipate many of the questions you might have about working with a creativity coach in general and working with ME specifically. If you find you have questions that are not answered here, feel free to email me at [sara@salteeacademy.com](mailto:sara@salteeacademy.com).

## THE TWO KINDS OF CREATIVITY COACHING I OFFER

I work with people who are grappling with one (or both) of two critical challenges:

### **i. Issues relating to creating a work or body of work.**

I offer skilled support to writers, artists, and other creatives who have made a commitment to themselves to adopt a creative practice or to begin, make progress on, or complete a specific creative project and who are finding it challenging to honor those commitments without support, encouragement, and guidance. Together, we work on nurturing a sustainable creative practice, fostering the inner and outer conditions that support your creative work, and experimenting with the habits and micro-goals that will best keep your momentum going and propel your work forward.

Many of us hold our true creative ambitions quite close to our hearts, not speaking about them to our friends and family for fear that others will not understand or will condemn us if we fall short of our biggest dreams. Having a trusted person in your corner rooting specifically for your creative work can make all the difference.

**THE SALTEE ACADEMY**  
*for Complex Creators*

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

## 2. Issues relating to creating a life.

I also work with people who are at a threshold of personal change and want to cultivate a life that supports the expression of their authentic creative selves. I am particularly passionate about working with people who are creative in multiple ways, and who are in a process of discernment about how to organize a life that expresses all of who they are in a satisfying way.

With my original Creative Constellation tools and frameworks to help us, we work on reconnecting with creative modes you may have set aside or been taught were unsafe, we seek understanding of how your multiple creativities balance and harmonize with each other, and explore using your constellation of creativities as a navigation system for steering toward an authentic, meaningful, and beautiful life.

### THINGS WE MIGHT TALK ABOUT IN AN INITIAL CONSULTATION

Our first session is a time for us to meet each other and assess how we might best work together. One of the most beautiful things about creativity coaching is that it creates an opportunity for you to put your creative life into the center of conversation, and this first session will be no different!

*PLEASE NOTE: You do not need to prepare answers to all these questions before we meet! They are here just to “prime the pump” and get you thinking.*

If your current questions and challenges relate primarily to your creative practice as a writer or artist, we might want to talk about things like:

1. Tell me a little about your creative life today – what kinds of projects are you engaged in right now?
2. In an ideal world, where would you be heading with your creative work? Do you hold any images of what success would look like or feel like to you? What future creative accomplishment would you be most proud of?
3. Are there particular reasons why now is the right time for you to give some concerted attention to your creative life? What is goosing you to make this the time?
4. What are some of the obstacles that you feel have held you back, slowed you down, or prevented you from sustaining your momentum with your creative work in the past?

5.If you could pick one next step for your creative life, what would it be?

If you are a multi-modal creative, and your current questions and challenges relate to issues of life-design and direction, we might talk about things like:

1. Often, when people arrive at a stuck point, or a place of confusion about life purpose and direction, they experience a repeated cycle or swirl of thoughts that keep repeating, but don't lead to answers. Does this sound like you? Can you describe some of the elements of that swirl?
2. What are the two or three big questions you are grappling with?

For all clients, I'm interested to hear from you about:

1. What kinds of coaching support do you think would be most useful to you? Generally speaking, coaches offer three kinds of support, and you may be most interested in one or more of these kinds of coaching:
  - a. Sounding board for sorting and discernment – we talk through together the choices you are facing as they come up.
  - b. Accountability – you make commitments and I support you in honoring them.
  - c. Assignments and tools – I provide suggested activities to kick start your creative practice, offer tools to experiment with, or actively guide you in confronting obstacles or managing them differently.
2. What questions do you have about coaching? about me? about how we might best structure our work?

## STRUCTURING OUR WORK TOGETHER

### **Your initial commitment:**

I recommend that new clients make an initial commitment of three, one-hour sessions. This gives us an opportunity to get to know each other well, get clear on your goals and needs, and make some considerable progress. It also takes advantage of the fresh energy that can come from working with a creativity coach to really get things moving! You can choose whether to space these first three sessions one or two weeks apart.

**How we meet:** I most often meet with my clients on Zoom, which allows us to see each other while we talk, and share documents and images on the screen together. You don't need to download anything to use Zoom – I simply send you a link you can click on to enter our chat via your laptop, tablet or phone when the time comes. If you prefer to meet by phone, that is fine too.

**THE SALTEE ACADEMY**  
*for Complex Creators*

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

### How often we meet:

After your initial commitment of three one-hour sessions spaced one or two weeks apart, we can shape any ongoing coaching relationship in a number of different ways. (It is very common for clients to shift the pattern and frequency of our sessions as their needs change over time.)

Some of the most common patterns are:

- 30 min session every week or every other week. (A great pattern for clients wanting ongoing support and accountability check-ins over the life of a creative project.)
- 60 min session every other week. (A great pattern for clients wanting opportunities for broader planning and self-discovery conversations with time for experimentation and testing and reflection in between.)
- 60 min session once per month. (A helpful pattern for working with issues that come up over the course of a life-design shift, or a long-term creative project.)

### Communication and confidentiality:

Our conversations are always confidential. Please communicate with me if the kind of support you need changes, if you would like to steer us in a new direction, or if you have any feedback on ways of working together that would be more comfortable for you. You are in the driver's seat!

## COST AND PAYMENT OPTIONS

You can purchase coaching sessions one hour at a time, or in three-, six- or twelve-session packages.

### Coaching packages:

- \$125 for a single 60 min session
- \$350 for a package of 3, 60-minute sessions (*save \$25 over purchasing three individual sessions*)
- \$675 for a package of 6, 60-minute sessions (*save \$75 over purchasing six individual sessions.*)
- \$1375 for a package of 12, 60-minute sessions (*save \$125 over purchasing 12 individual sessions i.e. one session free!*)

You can pay by credit card directly through mycoaching webpage. For 6 and 12-session packages, monthly payment plans are available.

You can also pay by check. Checks should be made to Sara Saltee and mailed to 5021 Chipshot Way, Freeland, WA 98249.

I ask for a minimum of 24 hours notice for a canceled session. With advance notice, we'll reschedule your session at no extra charge. Without advance notice, I reserve the option, after discussion, of charging your normal session fee for that time.

**THE SALTEE ACADEMY**  
*for Complex Creators*

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

## Coaching FAQ

### 1. How is Coaching Different from Therapy?

As a coach, I am not trained to diagnose or treat mental illness, emotional disorders, or substance abuse. As a professional coach, my responsibility is to communicate to you when I feel that issues you are reporting or experiencing are outside my competency and refer you to practitioners more skilled in providing the kinds of help you most need.

Like a therapeutic relationship, the coaching relationship is a professional relationship but one of equality. You, as the client, set the agenda for your coaching, and your success will depend on your willingness to try new approaches. You can expect me, as your coach, to be honest and direct, ask good questions and offer suggestions for tools, practices, and frameworks that can help you get unstuck and keep going.

As a creativity coach, I tend to inquire into a client's experience of a negative emotional state like depression with the knowledge that a powerful source of depressive thoughts and feelings in creative people is an experience of being separated from a flow of meaningful creative work. It follows that I will tend to see efforts by a client to cultivate a regular creative practice or to follow through on creative projects that hold personal meaning as a key step toward feeling less depressed.

As a creativity coach, I also understand that there are forms of anxiety that are absolutely part and parcel of the creative process. I view this "creative anxiety" as part of the material that all creatives must learn to manage as part of their creative life, and not as evidence of disorder or illness.

### 2. Be honest – just how woo woo are you?

A splendid question to ask when you are trying to gauge whether a coach is the right fit for you! It's hard to quantify woo woo-ness, but here's what I can say that might help:

On the one hand, I have a deep reverence for the mysteries of creativity. In my own life as an artist, I tend to experience creative practice as a form of communion where I enjoy a deep connection to myself, the world, and something greater than all of it (The collective unconscious? God? Goddess? Source? I don't personally feel a need to name it – I just know the difference when I feel connected to it or separated from it.)

## Coaching FAQ

### 2. Be honest – just how woo woo are you? (continued)

I believe in the synchronicities that occur when we're on the right track in our lives – the people we run into, the books that cross our path, etc. and I know we all have access to intuitive guidance that speaks through voices in our heads, longings of our hearts, and signals in our bodies. I know that though this guidance often seems illogical, it is unerringly correct.

Having said this, I take a rather pragmatic approach in my coaching. I'm far more interested in helping people create the conditions that support their joyful and effective creative work than in espousing any particular theory of where creativity comes from or how it works – whether that theory is mystical or scientific.

I see life and creativity as cyclical and as guided by deep internal forces. I don't spend a lot of time parsing whether those deep inner urges are conscious, pre-conscious, sub-conscious, measurable on an MRI or implanted by faeries, muses, or aliens. Human experience tells us that creativity exists, that art-making is a physical, biological urge similar to other basic drives and that the process of creating saves us, elevates us, and has the power to make life worth living.

So, at the end of the day, what matters to me is whether you have a positive relationship with the creative urges that have chosen you to move through, and whether you are feeling good about your ability to translate those urges into results that make you proud and satisfied. To me, that isn't woo woo at all.

### 3. Do you ever meet in person with clients?

No. I coach exclusively by phone or Zoom, with some email support between sessions. If you are most comfortable communicating by email only, that's fine, too. My first coaching clients were all email-only and we accomplished a lot! These remote modalities allow me to work with clients across geographic distances and at convenient times. Using these communication modes also allows me to live and work on my beloved Whidbey Island – an important part of the life design that works best for me.

## Coaching FAQ

### 4. What do you see as the biggest challenges that creative people face?

First, let me say what I think the biggest challenge ISN'T. Some creativity coaches, I've noticed, focus 90% of their attention on the inspiration phase of the creating process. They are specialists in helping people "jump-start your creativity" or "have more new ideas per day" etc. Which is fantastic if a surfeit of creative ideas is your actual challenge. But I bet it isn't.

My experience is that "lack of inspiration" is kind of a fantasy problem – one that is really fun to solve but is actually slightly beside the point. The folks I work with tend to have no shortage of ideas, projects, and inspirations. In fact, they have closets full of projects and buckets full of ideas for what they'd do if they could ever finish those.

In my experience, the challenges that creative people actually grapple with include...

- Figuring out how to combine the array of creative gifts we have in a way that is personally satisfying and has positive impact for others
- Designing a life that meets our financial needs AND supports our creative processes.
- Lining up the time and energy for focused creative work
- Prioritizing among an array of project possibilities
- Staging elaborate and exhausting inner battles with our grandiose or too-small ambitions, our fears and our inertia
- Making, then breaking, elaborate work schedules that leave us feeling exhausted and untrustworthy
- Managing the energy storms that can accompany the high points in our creative cycles
- Losing confidence with our projects and ourselves...

- Getting hung up on perfectionist fantasies
- Forgetting we have permission to play
- Playing it small
- Feeling inadequate to the creative challenges we set for ourselves
- Confusing the hell out of ourselves by procrastinating on projects we swear we are committed to completing
- Getting close to finishing something really cool, then walking away and leaving it hanging at the brink
- Freaking out when it comes time to share our work with the world
- Freaking out when we think about maybe never sharing our work with the world

## How's that for starters?

I look forward to supporting you in moving through any and all of the above challenges – or whatever fascinating new ones you may have to add to the list!

## HOW TO BEGIN

- Have questions that weren't answered here? [Email Sara](#)
- Ready to book an initial coaching session? LET'S DO IT!! Simply return to the coaching webpage and add a single one-hour session to your cart. [www.salteeacademy.com/coaching](http://www.salteeacademy.com/coaching)