

Make the thing

A black and white photograph of a hand holding a wooden frame, possibly a chair or a piece of furniture, with a large orange text overlay. The hand is on the right side, holding a vertical wooden post. The frame consists of several wooden beams, some of which are dark and others light. The background is a plain, light-colored surface.

BREAK THE LACK
LOOP & START
CREATING WITH
WHAT YOU
ALREADY HAVE

BLACK RAVENS STUDIO



MAKE THE THING

BREAK THE LACK LOOP & START
CREATING WITH WHAT YOU
ALREADY HAVE

For the *wanderers*,
the *daydreamers*,
and *visionaries*.

There's a version of you that keeps thinking:

"I'll start when I'm ready."

When life is calmer.

When you have more time.

When you feel more certain.

You have a story inside
you for a reason.

A workbook for turning ideas into action.



here's the thing:



You don't become a creator when you feel ready.

You become a creator the moment you begin.

Even if it's small.

Even if it's messy.

Even if no one sees it yet.

This guide exists to help you get out of your head, and into active creation.

Perhaps you are just like me.

You love creating.

You dream about making stuff.

But when it's finally time, you:

- procrastinate
- compare yourself to others
- overthink
- doubt your voice
- talk negative about yourself and the work you do
- avoid doing the thing
- scroll on your phone
- consume instead of create

The list could go on, but you get the thing...



The Switch I had to make



I was stuck in what I call The Lack Loop.

A cycle where every reason not to create felt completely logical.

"I don't have enough time."

"I don't have enough money."

"I don't know the right people."

"I'm not talented enough yet."

"I need more skills first."

But the problem wasn't that I lacked those things.

The problem was that I had trained myself to only create when I had everything I thought I needed.

And that day never came.

The Lack Loop keeps talented people invisible.

Not because they don't have something valuable to say.

But because they keep waiting for permission to begin.

There is No *Perfect Timing*

When you keep saying:

**"I'll start when I have
more time."**

or

**"I'll start when I have
more money."**

You are waiting for
permission to arrive.

But life doesn't open a
perfect window for you.

It just keeps moving.



The shift happens when you stop asking:

"What am I missing?"

and start asking:

"What can I create with what I already have?"

This is the first step from invisible creator to recognized creator.

What Is Missing Is Movement

I know how easy it is to believe something is missing.

More skill.

More direction.

More confidence.

More of the “right conditions.”

But most of the time...

nothing is missing.

What’s missing isn’t ability.

It’s movement.

A small beginning that breaks the loop.

The Real Reason You’re Stuck

You’re not stuck because you’re lazy.

You’re stuck because you’re full.

Full of responsibility.

Full of noise.

Full of things that matter.

And your creative self keeps getting pushed to the edges of your life.

The moment everything shifts

I remember a moment where I stopped waiting.

Not because I felt ready.

But because I was tired of carrying things that were never becoming real.

So I made something.

Small.

Imperfect.

Unfinished in my head but finished in the world.

And something in me changed.

Not the outcome.

Me.

Because for the first time, I wasn't someone preparing to create.

I was someone creating.

And something in me softened.

I stopped seeing my work as something I was "trying to get right."

And started seeing it as something that *lands in people*.

Not just as output.

But as feeling.

Because we usually measure work by outcomes.

Numbers. Results. Visibility.

But art doesn't behave like that.

Its value is quieter.

It's in the moment someone feels less alone.

In the moment something inside them shifts, even slightly.

I've seen what happens when someone starts creating again after a long time of not believing they could.

They don't just make things.

They change how they see themselves.

This Is What I learned

You don't think your way out of the lack loop.

You don't wait your way out of it either.

You **create** your way out of it..

You are not here to consume more information.

You are here to create something real.

This is a short guided experience designed to help you:

- stop overthinking
- reconnect with yourself
- turn emotion into expression
- create something in real time

No preparation.

No experience needed.

Just follow along.

And make the thing.

Before we begin, let's find out what is actually keeping you stuck, wanting to be released and expressed. So often we escape the discomfort, when we could be using that as a place to create from.

What feels stuck inside you right now?

Notice the:

- **emotion**
- **thoughts**
- **tension**
- **desire**

You don't feel empty because nothing is there.

You feel empty because nothing is being expressed.

If this emotion had to become something physical, what would it be?

FROM LACK TO CREATION

- **How do you feel after expressing it?**
- **What changed?**

MAKE THE SMALL THING

Create something in 10–15 minutes using:

- **writing**
- **voice note**
- **drawing**
- **filming**
- **movement**

The Lack Loop

At some point, I started noticing a pattern.

Not just in myself – but in almost every creative person I met.

A loop.

A quiet one.

"I just need more time."

"I'll start when things calm down."

"I'm not ready yet."

"I should figure a few things out first."

It sounds like planning.

But underneath it...

it's something else.

A belief that something is missing before you can begin.

I call it the **lack loop**.

And the strange thing about the lack loop is this:

it never feels like fear.

It feels like *logic*.

Like you're doing the right thing by waiting.

But waiting slowly reshapes you.

Not all at once.

Just enough that your creative life starts to feel like something that belongs to another version of you.

Someone with more time.

More energy.

More certainty.

Find your Lack Loop



Complete these:

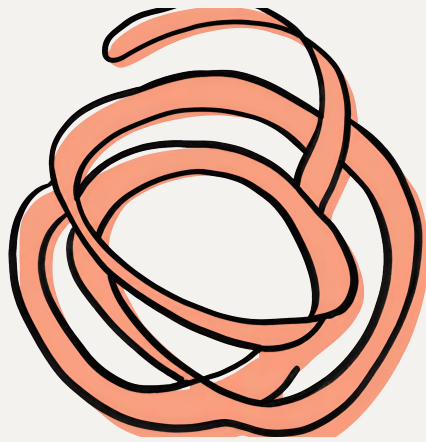
I keep telling myself I will create when I have _____.

I believe I need _____ before I can begin.

The thing I have been avoiding is _____.

The idea that keeps returning is _____.

The Creative Shift



There are two ways of living.

The Lack Mindset:

"I can't because..."

"I need..."

"I'm missing..."

"I am not ready."

The *Creator* Mindset:

"What do I have?"

"What can I make?"

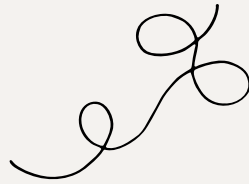
"What is the next step?"

The goal is not to pretend limitations don't exist.

The goal is to stop letting them decide your future.

Inventory

of what you already have



You might not have everything.

But you have something.

What skills do you already have?

What experiences have shaped you?

What stories do you carry?

What interests won't leave you alone?

What resources do you already have?

**Choose
The Thing
You don't
need ten
ideas.
You need
one.**



The one that keeps coming back



Ask yourself:

"If nobody judged me, what would I create?"

"What have I been postponing?"

"What would make me proud to see exist?"

"My thing is:"

Give the thing *meaning*



People connect with meaning.

Not just output.

Your creation is an expression of something.

Ask:

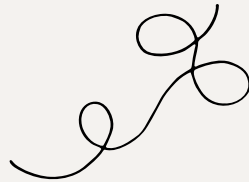
Why does this matter to me?

What do I want someone to feel when they experience it?

What change, emotion, or idea does this represent?

Inventory

of what you already
have



Your 7-Day Make The Thing Challenge

For the next 7 days:

Day 1:

Choose your thing.

Day 2:

Define why it matters.

Day 3:

Create the smallest version.

Day 4:

Create your process.

Day 5:

Make.

Day 6:

Refine.

Day 7:

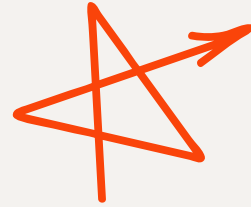
Share.

Not perfect.

Real.

Congratulations!

You Made
THE THING



You just made something that didn't exist yesterday.

Notice what happened.

You didn't become more talented overnight.

You didn't suddenly have more time.

You simply stopped waiting long enough to create.

Now imagine what could happen if you repeated that process for 30 days – with support, accountability, and a system designed to help you finish meaningful work.

That's why I created **The Switch**.

A 30-day creative experience for people who know they have something inside them, but are tired of letting fear, doubt, and circumstances decide when they create.

Inside The Switch, you will learn how to:

- ✓ Break the Lack Loop that keeps you stuck
- ✓ Find clarity around what you actually want to create
- ✓ Build a creative process that works with your real life
- ✓ Turn ideas into finished work you can share
- ✓ Build the confidence that comes from proving to yourself that you can follow through

You don't need to wait until you feel ready.

You need a process, support, and a place to begin.

Each month, we open a new group of creators who are ready to stop collecting ideas and start building the creative life they've been imagining.

If you feel like you are ready for your next step, you can apply for the next round of **The Switch** below.

[APPLY FOR THE SWITCH](#)



SHARE
YOUR
THING

YOU MADE THE THING.
THAT'S WORTH
CELEBRATING.
IF YOU SHARE WHAT YOU
CREATED, TAG
@NADJARAVENS AND
USE **#MAKETHETHING**.

I'D LOVE TO SEE WHAT
YOU BROUGHT INTO THE
WORLD.
EVERY PROJECT IS
DIFFERENT.
EVERY BEGINNING
COUNTS.