

# UNSTUCK

Live better every day

## UNSTUCK'S IN-THE-MOMENT TIP CARDS

From the makers of the award-winning Unstuck app come four Unstuck Tip Card decks to help with some of life's most common dilemmas.

They feature original advice and illustrations, with the attention to great design that Unstuck is known for.

Each deck is priced at \$25 and is available at [shop.unstuck.com](http://shop.unstuck.com).

The four in-the-moment decks are:

- **Conjure Your Creativity:** to help you tackle something new and ambitious
- **Stop Your Procrastination:** to help you overcome dread so you don't miss the chance to do great things
- **Boost Your Productivity:** to help you focus on what needs to be done
- **Stop Your Negative Thinking:** to help you shift out of the negativity zone so you can see possibility

These are the main topics that the Unstuck community is actively seeking help on, based on response to the popular Unstuck Advice weekly email ([unstuck.com/advice.html](http://unstuck.com/advice.html)).

## HOW DO THE TIP CARD DECKS WORK?

Like the Unstuck app, the Tip Cards start with a brief diagnostic that leads to relevant actions you can take. This method makes the decks infinitely reusable as new challenges pop up in your life.

The simple three-step process works like this:

1. Figure out how you're stuck using the Stuck Moment cards at the front of the deck.
2. Find and review the Tip Cards related to your Stuck Moment cards.
3. Follow the tips to take action and break loose of the thoughts and feelings holding you back.

Each potent bite-size tip provides advice, the reason behind the advice, the action to take, and follow-up questions.

### Contact us:

For more information, please email [media@unstuck.com](mailto:media@unstuck.com)

### Buy the cards in our shop:

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## HOW DO THE TIP CARDS DIFFER FROM THE APP?

The philosophy of both products is very much the same: Getting stuck is not a negative. Rather, it's means that you are about to make life better when you get unstuck.

The Tip Cards, however, answer a desire for a quick response and immediate action, while the app allows for more reflection and insight into how and why you are stuck.

### **Topic specific**

- The Tip Cards zero in on four areas that most of us realize are sticking points at one time or another.
- The app diagnoses stuck behavior regardless of topic or specific stuck moment.

### **Super-quick diagnostic**

- The Tip Cards ask the user to choose their stuck diagnosis.
- The app diagnoses a user's stuck behavior based on a patented algorithm of feelings, thoughts, and actions.

### **Action oriented**

- The Tip Cards are primarily aimed at taking immediate action.
- The app helps users dig into why they are stuck and then find the answers to get unstuck using gamelike tools.

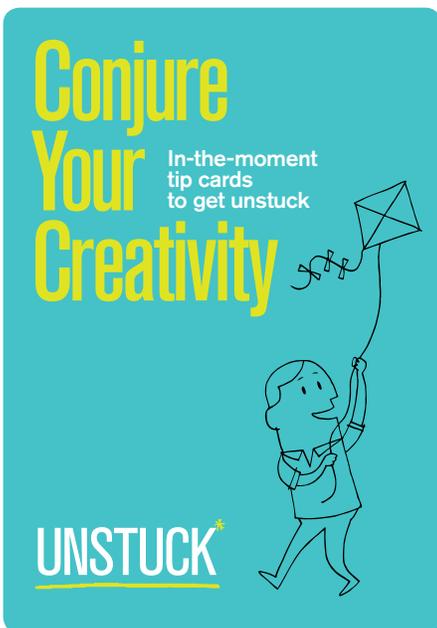
## WHAT'S THE UNSTUCK STORY?

Unstuck is the brainchild of the people at SYPartners, a company that consults with and builds digital products for business undergoing large-scale strategic change. Since 1994, we've worked with the leaders of smart companies such as Apple, Nike, GE, Facebook, IBM, Hyatt, AARP, Harpo Studios, and OWN: The Oprah Winfrey Network to help them move past a stuck moment and make transformative change.

## PRODUCT IMAGES

Conjure Your Creativity is for anyone who wants to push the status quo.

In-the-moment tips help you unlock your brain, think differently, find inspiration, connect the dots, explore possibilities, and build creative confidence.



### Unstuck. A philosophy about being a creative being.

We are all creative. We're born creative. It's just that school, life, and societal rules often fritter away our talent. But that doesn't have to be true for you.

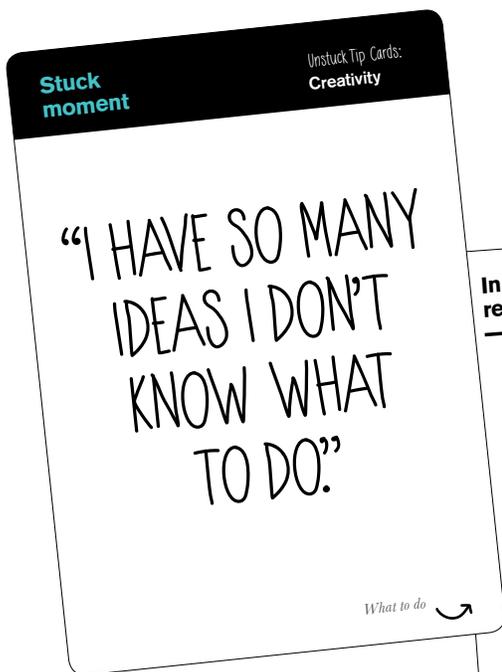
This little deck of cards is designed to help when you're creatively stuck. You can use them whenever you need to summon more creativity — and we hope that's often, because it's a sign that you're attempting something important, unique, or new. Sure, you can fret, but wouldn't it feel so much better to do something about it?

To get unstuck, you first have to reflect (the Stuck Moment cards in the front of this deck will help you). Once you know why you're stuck, you'll find bite-size actions you can take to conjure more creativity.

Most of all: Enjoy it. Isn't that the whole point of life?

—Your friends at Unstuck

GET MORE INSPIRATIONS AT UNSTUCK.COM

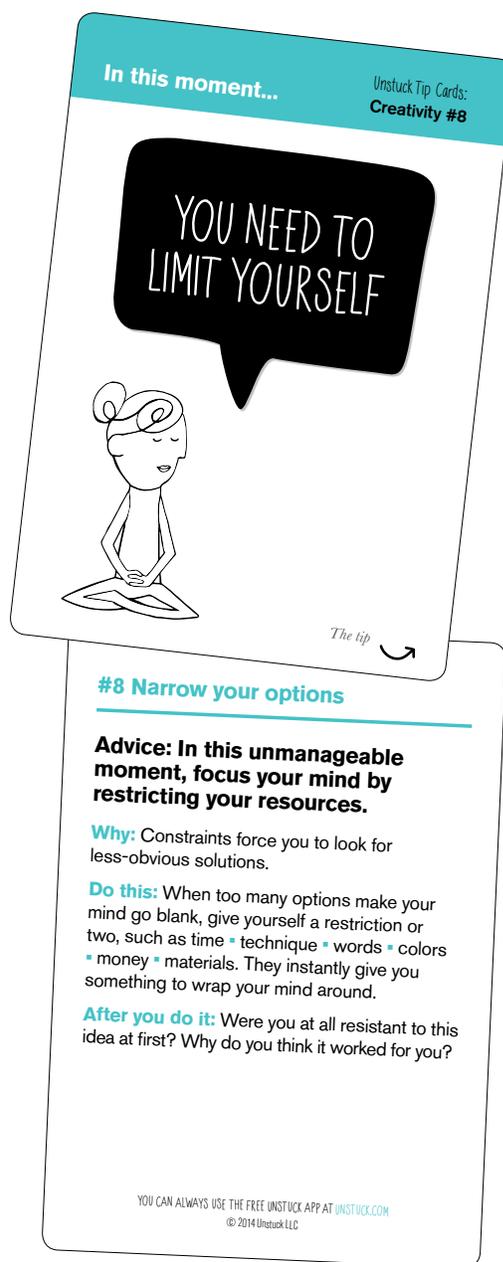


In this moment, refer to:

CREATIVITY TIP CARD #3  
RELY ON YOUR SENSES

CREATIVITY TIP CARD #4  
SYSTEMIZE YOUR IDEA GENERATION

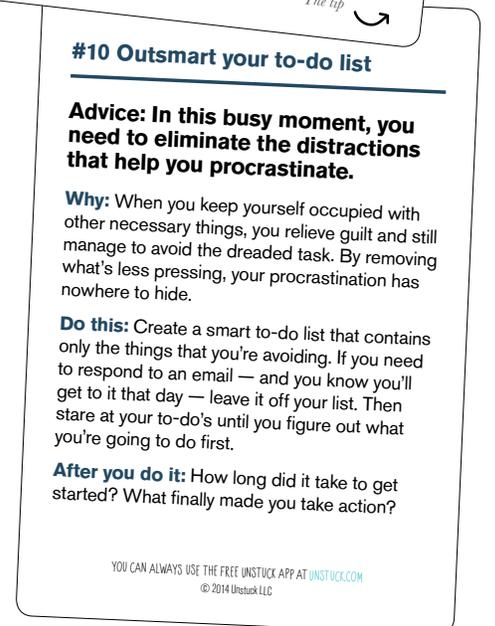
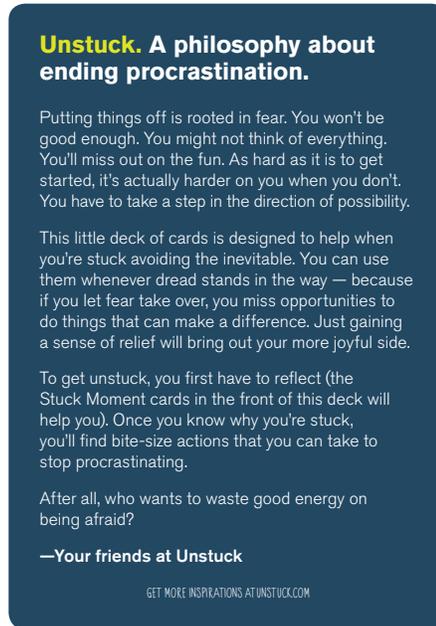
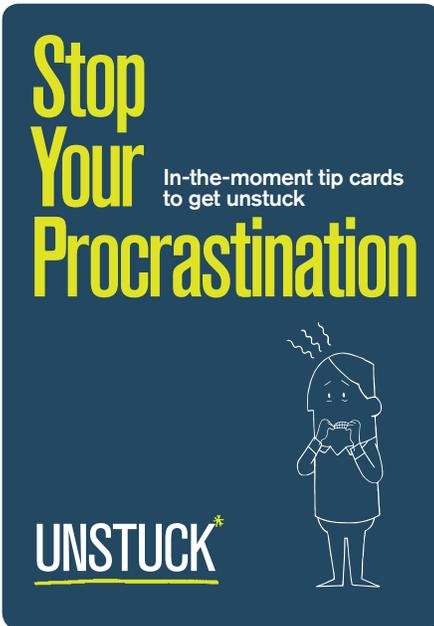
CREATIVITY TIP CARD #8  
NARROW YOUR OPTIONS



## PRODUCT IMAGES

Stop Your Procrastination eliminates all the excuses for avoiding the inevitable.

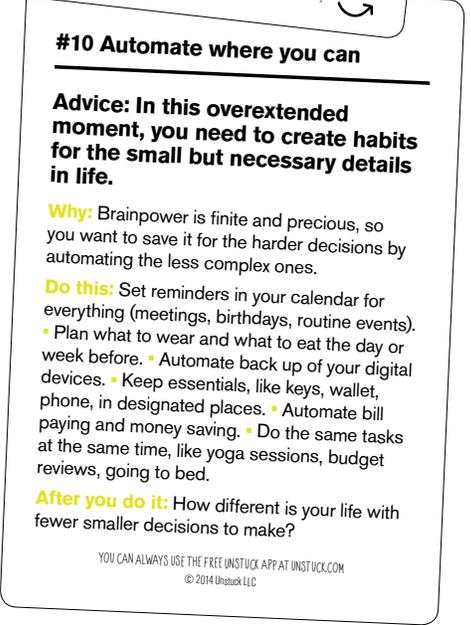
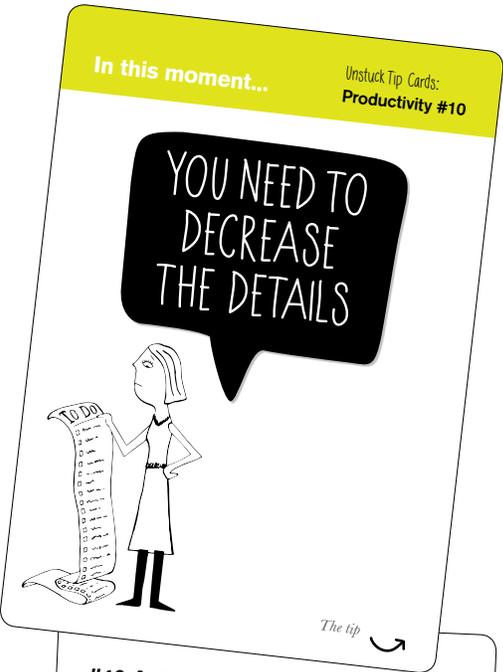
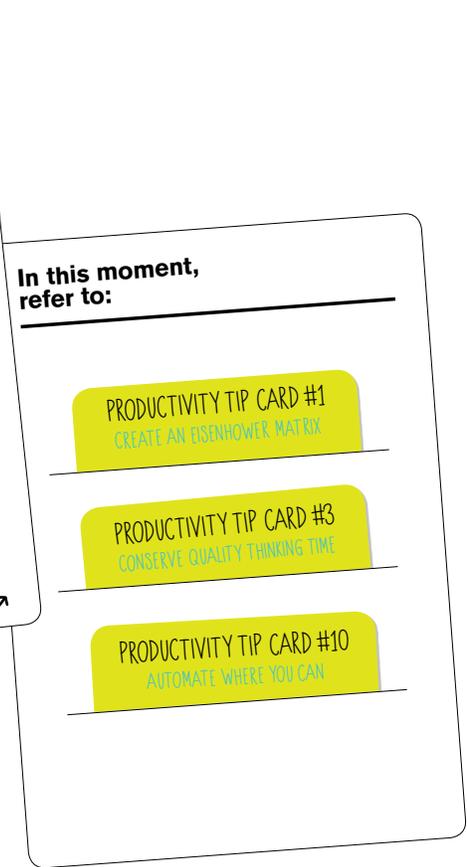
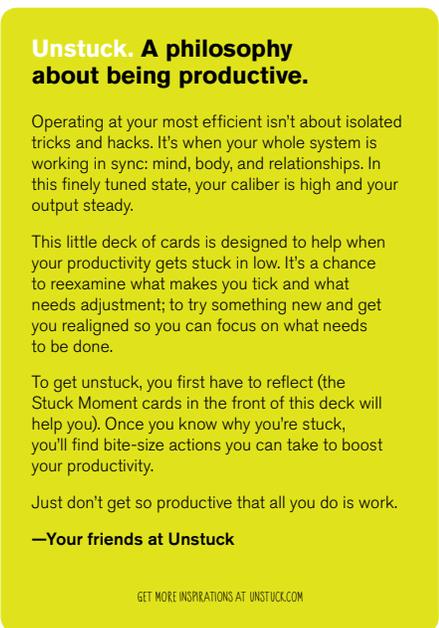
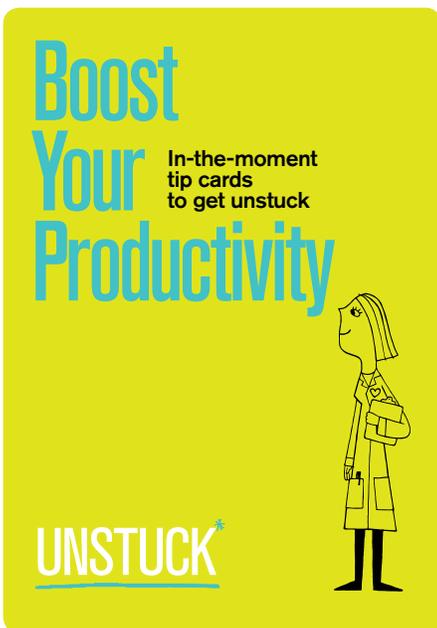
In-the-moment tips give concrete tactics to overcome fear of perfection, get rid of distractions, and find the discipline to face those loathesome tasks.



## PRODUCT IMAGES

Boost Your Productivity fine-tunes your approach to getting stuff done.

In-the-moment tips assist with priorities, distractions, body rhythms, relationship conflicts, energy levels, brain power, and stress so you can get back on track.



## PRODUCT IMAGES

Stop Your Negative Thinking redirects you toward life's positive possibilities.

In-the-moment tips tackle lack of confidence, perfectionism, miscommunication, pessimism, annoyance, and guilt — all the thoughts that take the joy out of life.

