

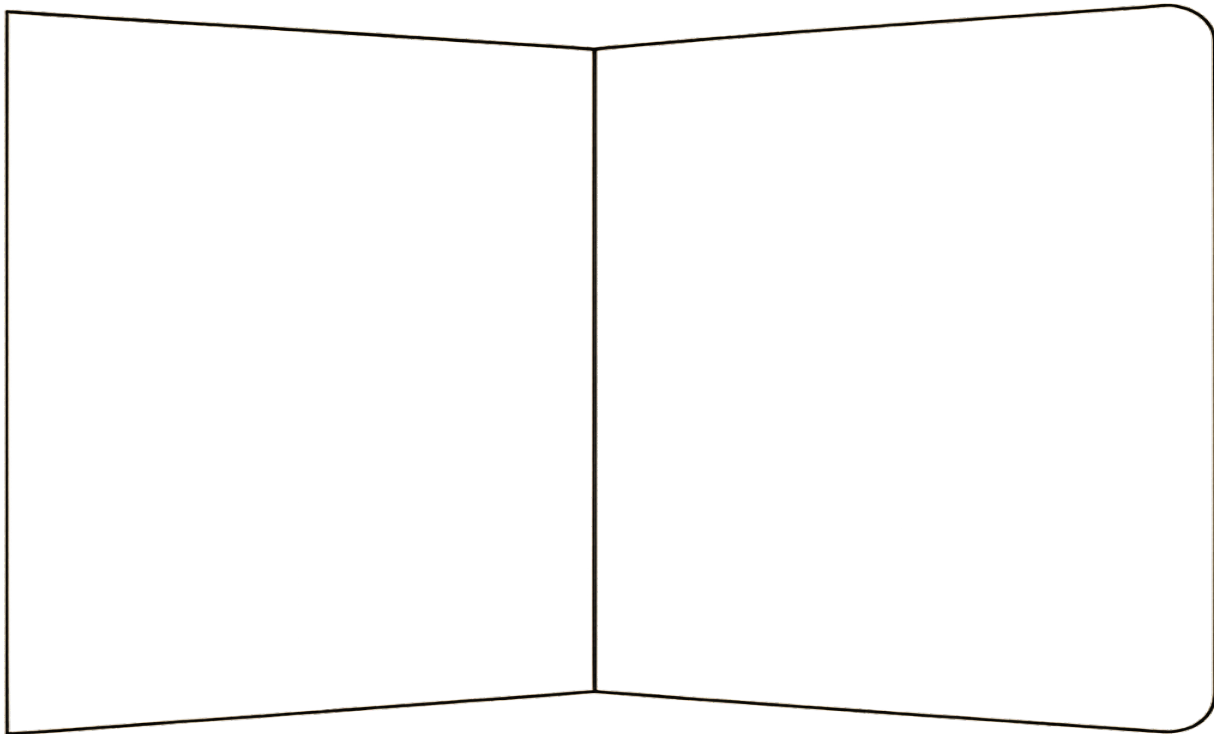
## OLLI Lunch & Learn: Going Around the (Creative) Block with Dr. Magdalena G. Grohman

### Our Goals for Today Are to:

- Stretch our imagination
- Flex our brain by creating unexpected connections
- And... to write Hallmark Cards like A Pro

### Writing Warm-Up Activity

1. Choose your favorite person.
2. Choose an occasion: a birthday, Valentines Day, anniversary...
3. Write a 2 – 3 lines-long Hallmark Card sentimentality.



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**How to Write Hallmark Card Sentimentality Like a Pro**

**Part 1. Preparation**

1. Think about your favorite person to whom you'd like to send a card. How do they make you feel? What do they like or dislike? What personality characteristics do they have? What makes them happy or sad?
2. Think of 3 – 5 words that describe your favorite person.
3. Choose an occasion: a birthday, Valentines Day, anniversary...

My favorite person is: \_\_\_\_\_

The occasion is: \_\_\_\_\_

The 3 – 5 words that describe my favorite person are: \_\_\_\_\_

\_\_\_\_\_

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### Part 2. Inspiration

1. Choose one “postcard” and look at the image. What do you see? How does it make you think or feel?
2. Write down 3 - 5 words that come to your mind when you look at the image. These could be any words about any part of what you see on the “postcard”.

The 3 – 5 words that image inspired are: \_\_\_\_\_

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3. Now, look at the image and at the list of the words again.
4. Think of them as a metaphor, analogy or unexpected association. How can you use them as an inspiration for your next Hallmark card sentimentality?

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### Part 3. Write Like a Hallmark Pro!

Your sentimentality can be humorous, satirical, cynical, or genuine. The tone is completely up to you... You know your favorite person best!

1. Use the 3 – 5 words from Part 2 as an inspiration for Hallmark Card sentimentality. You can use these exact or similar words.
2. Complete the sentimentality by adding next 2 – 4 lines to this opening line:  
(if you run out of space, or would like to write another version, use the space on page 5.)

**In the beginning, we weren't sure about each other.**

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### Part 4. Reflection

In 2 – 3 sentences, reflect on what was the most important thing you learned and experienced during today’s lesson. What was challenging and what came easy to you? How will you apply what you learned to getting “unstuck” in the future?