

NOTES

2. Motivating Your Muse

1. Daniel Goleman, *Focus: The Hidden Driver of Excellence* (HarperCollins, 2013).
2. Mihaly Csikszentmihalyi, *Creativity: Flow and the Psychology of Discovery and Invention* (HarperCollins, 1996).
3. Sherry Turkle, *Reclaiming Conversation, The Power of Talk in a Digital Age* (Penguin Press, 2015), 61.
4. This shocking study was published in *Science* in July 2014, with the title “Just think: The challenges of the disengaged mind.” It got a lot of press.
5. E. J. Masicampo and R. F. Baumeister, “Consider It Done! Plan Making Can Eliminate the Cognitive Effects of Unfulfilled Goals,” *Journal of Personality and Social Psychology*, 2011 Oct; 101(4):667-83.

3. Cultivating Creativity

1. Elliot Kalan, *Joke Farming: How to Write Comedy and Other Nonsense* (University of Chicago Press, 2025).
2. Csikszentmihalyi, *Creativity*.
3. Sophie Ellwood, Gerry Pallier, Allan Snyder, and Jason Gallate, “The Incubation Effect: Hatching a Solution?” *Creativity Research Journal*, 21(1), 6–14, 2009.
4. C. McDaniel, A. Habibi, and J. Kaplan, “Mind Wandering During Creative Incubation Predicts Increases in Creative Performance in a Writing Task” *Scientific Reports* 15, 24629 (2025).
5. Bernard Nijstad, Carsten K. W. De Dreu, Eric F. Rietzschel, and Matthijs Baas, “The Dual Pathway to Creativity Model: Creative Ideation as a Function of Flexibility and Persistence,” *European Review of Social Psychology* 21, no. 1 (2010): 34–77.
6. J. Gu, X. Wang, C. Liu et al., “Cognitive and Neural Mechanisms of Mental Imagery Supporting Creative Cognition,” *Communications Biology* 8, 1386 (2025).

4. Strengthening the Scribe

1. While I am sure I first read this quote in *Atomic Habits*, you can find it in the quotes section of James Clear's website: <https://jamesclear.com/quotes/you-do-not-rise-to-the-level-of-your-goals-you-fall-to-the-level-of-your-systems>.
2. Anne-Laure Le Cunff, *Tiny Experiments: How to Live Freely in a Goal-Obsessed World* (Avery, 2025).
3. I heard Atul Gawande describe his writing process on the *How I Write* podcast, November 19, 2025, "Atul Gawande: How to Use Writing To Improve Your Thinking."
4. The story of the study and the quote all come from Dan Ariely's book *Predictably Irrational: The Hidden Forces that Shape Our Decisions* (Harper-Collins, 2009).
5. Find a lovely description of a successful accountability partnership by the author Trisha Jenn Loehr on Jane Friedman's blog: <https://janefriedman.com/3-keys-to-a-successful-writing-accountability-partnership/>
6. Nicola S. Schutte, and John M. Malouff, "A Meta-Analytic Investigation of the Impact of Curiosity-Enhancing Interventions," *Current Psychology* 42, 20374–20384 (2023).
7. See the survey results here: <https://annejanzer.com/nonfiction-authors/>.

5. Finding Flow

1. John Steinbeck, with Robert DeMott, editor, *Working Days: The Journals of the Grapes of Wrath* (Viking Books, 1989), 27.
2. Zadie Smith, *Changing My Mind: Occasional Essays* (Penguin Books, 2009), 104.
3. Mihaly Csikszentmihalyi, *Flow: The Psychology of Optimal Experience* (HarperPerennial, 1991).
4. Daniel Levantin, *The Organized Mind: Thinking Straight in the Age of Information Overload* (Dutton, 2014), 92.
5. Nicola Schutte and John M. Malouff, "Connections Between Curiosity, Flow and Creativity," *Personality and Individual Differences*, 152.
6. George Loewenstein, "The Psychology of Curiosity: A Review and Reinterpretation," *Psychological Bulletin*, 116(1), 75-98 (1994).
7. Marianne Aubin Le Quéré and J. Nathan Matias, "When Curiosity Gaps Backfire: Effects of Headline Concreteness on Information Selection Decisions," *Scientific Reports* 15, 994 (2025).
8. Susan Orlean, *Joyride: A Memoir* (Simon & Schuster, 2025).
9. David Rosen, Yongtaek Oh, Christine Chesebrough, et al., "Creative Flow as Optimized Processing: Evidence from Brain Oscillations During

Jazz Improvisations by Expert and Non-Expert Musicians,” *Neuropsychologia*, Volume 196 (2024).

7. Research

1. Ellen Foscue Johnson, *Garden Way Publishing's Bread Book: A Baker's Almanac* (Garden Way Publishing, 1979).
2. Read more of the survey results at <https://annejanzer.com/nonfiction-authors>.

9. Structure the Ideas

1. Robert Caro, *Working* (Knopf, 2019).

10. Write the First Draft

1. Donald Murray, *Writing to a Deadline: The Journalist at Work* (Heinemann, 2000).

12. Publish When Ready

1. Johnson, *Garden Way Publishing's Bread Book*.

13. AI in the Writing Process

1. Ethan Mollick, *Co-Intelligence: Living and Working with AI* (Portfolio, 2024).
2. <https://gothamghostwriters.com/wp-content/uploads/2025/11/AI-Writer-Survey.pdf>
3. This suggestion is one of many in the excellent book *Teaching With AI, 2nd Edition* by José Antonio Bowen and C. Edward Watson (Johns Hopkins, 2025).

18. Unmasking the Imposter Syndrome

1. John Steinbeck, *Working Days: The Journals of The Grapes of Wrath* (Viking Adult, 1989).
2. Danny Gregory, *Shut Your Monkey: How to Control Your Inner Critic and Get More Done* (HOW Books, 2016).