

RESTLESS:

a practical guide for purposeful creativity

INTRO

PART 1 : Defeat The Killer

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To Saturn and House 5.

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INTRO

This book is for anyone who has ever felt the thought of creation. If you've ever wanted to **embark on a creative journey**—be it starting a new project, helping others on theirs, or picking up one you left on the cutting room floor—**this book is meant to guide you.**

Using knowledge I've acquired from working with big brands like Fanta and Forever 21, and from my own personal projects—blogs, podcasts, and music—I've compiled a practical method to create your ultimate deliverable: **Your Purpose Book**. This will help you **define your purpose** and transform it into the star that drives you to achieve your creative goals.

It doesn't matter what stage your project is in, from an early idea to a business that's about to launch. Having **a clear, cohesive vision of what you are creating** and how you are investing your creative energy will always serve you. As a bonus, you'll also develop and **evolve your brand**, which is essentially a system of cohesive internal and external messages.

While most of the practical "know-how" comes from **professional branding techniques**, I've made this book extra special by infusing it with **spiritual knowledge** that helped me understand and honor my own unique path. The book is designed to lead you down a path of **creative self-reflection and practical action.**

It includes many exercises. **You just need a pen and a piece of paper.** You could also use that pretty journal you bought ages ago that is sitting on your desk, begging to be scribbled on. The point is, you don't need much, just your will to improve your creativity!

When you align the purpose of your project with your personal path, a certain kind of magic sparks. You will begin to understand that you hold much more creative power than you did before. In a sense, you'll see that **creativity is an ongoing process**, and the best way to honor it is by keeping it flowing, **keeping it RESTLESS.**

So, if you're looking to change your life with the power of creativity—in a practical way that serves your personal path and helps you develop a cohesive brand—**this book is definitely for you!**

Welcome.

PART 1 : Defeat The Killer

What if I told you that there is someone who is working against you? Someone who has been behind your every misstep and fall, and won't stop until it has destroyed you completely? What if I told you that someone is **you**? **You are your own killer.**

Through many conversations with my creative friends, I've seen how so many good ideas just come to them. There is an abundance of great ideas that seem to fall from above, waiting to be built into something. Sadly, a vast majority of these ideas never truly see the light of day. Fears start kicking in: "Who will care if I do this?" "What's the point if it doesn't make any money?" "How will I do this if I'm not successful or famous?"

That is exactly **The Killer** at work, trapping you in a state of eternal questioning. It's time to defeat it by taking creative action.

I first **started researching** this during an innovation bootcamp in **Porto**. We interviewed dozens of creatives, and the same pattern appeared again and again: the **destructive ego** that whispers, "There's no space for you." At the same time, I was reading *The Prayer of the Kabbalist* (Yehuda Berg), which spoke of the **Adversary**—the resistance that appears whenever powerful change is about to spark. That clicked. The research revealed the destructive ego, and the mysticism described the Adversary—they are the same. **That's The Killer.**

There is a common theme among the questions that stop people from becoming an active creator. They are mainly related to the accumulation of material wealth and external success. I cannot blame you for this; the world has forced us to value this above anything else.

I'm not here to tell you that money doesn't matter, or that commercial success isn't a source of inspiration, too. For now, we simply live in a material world, and this stuff matters. The thing is, **you need to understand why and how it matters specifically to you.** There is always what the outside world and society expect, and what your inner self expects. These two can be vastly different once you listen.

You see, there is the theory that **we develop our personalities** based on three parts: **1. ID**, all of our animal instincts of survival; **2. Superego**, the external face we wear to fit society's norms and expectations; and **3. Ego**, the mediator between your animal side and society.

When we grow up, we are bombarded with stories and messages like "be unique and true to yourself and you will shine." But slowly, as we mature, society throws the dirty punch of "follow the predetermined path we've chosen for you; don't question it, don't deviate." This incoherent messaging is by no means a mistake. **It is meant to break you.**

Humans are collective creatures; we survive through communities and tribes. If you are in a human body, your ID (animal self) has been coded with survival mechanisms that send you into "survival mode" every

time you feel like you are not part of the pack. Think about when all your friends start getting married (it tends to come in waves). You are happy for the first one. For the second one, you start feeling a bit jealous and don't know why. The third one low-key sends you into an envy downward spiral (even though you are still posting their engagement pic on your story), and the fourth one just...

What is happening here is that your ID is triggered, thinking that if it does not find a partner, it will die by itself. Your Superego is telling you, "This is the time to get married; everyone is doing it." And you are left in a state of impending doom because you don't even know if you want to get married. That is when The Killer stings.

In this framework, **The Killer** is simply an **untreated ego**—the mediator trying to comply with everything it was programmed to do. Growing up, nobody teaches us to understand ourselves. They tell you to "be yourself" in the movies, but when you start showing traces of individuality, like coloring outside the lines, you see your grades going down and your parents getting angry. **It's a trap, an ego trap.**

They exhaust you through this ego trap your entire life. "Buy this or you will be the only one in the group with no watch." "Travel here; everyone else has done it already! If you don't, then you have nothing to talk about." "Study this, or you will not succeed in life." **Your ego, or mediator, is constantly working without proper tools.** It gets weak and exhausted until it becomes compliant and destructive. Society hands you a script: "Comply or else..." Anything new or

creative that doesn't serve the established system is immediately seen as a threat.

This happens at your own expense. Once your ego surrenders like that, you are no longer walking the dog; **the dog is walking you**. How do you treat the ego and regain your power? By working on your "**self**."

How? By **starting to see yourself as a whole**: ID, Superego, and Ego. You are not just one part; you are whole. The combination of these three parts makes a bigger fourth part that encompasses all: that is your self. **You can start by listening to what your self wants to create**. That is a great reason to be creative!

The following exercises are meant to help you tap into the power of your self and start reclaiming your own power. I've designed them inspired by the ones I've read and practiced in books like The Prayer of the Kabbalist (Yehuda Berg). They have been readapted to fit this creative context.

Three Lists Exercise

Write down three separate lists with 3 to 5 blank points on them (you choose the amount).

List 1 (Material Wants) On the first list, you are going to write 3 to 5 **things you want that money or material success can buy**. For example: "a nice vacation," "a new laptop," "Chat GPT Premium." This is going to be really easy!

List 2 (Inner Needs) On the second list, you are going to write three **things you want that money cannot buy**. This is a good moment to start warming up those creative juices. Remember, an important aspect of creativity is the unique connections we are able to create, so try connecting the points of List 1 to these points.

For **example**:

-1. "A nice vacation" → 2. "Quality time with my partner"

-1. "A new laptop" → 2. "Improving the quality of my work"

-1. "Chat GPT Premium" → 2. "Someone to listen to my ideas"

List 3 (The Killer's Actions) For the third list, leave it blank for now. You will come back at the end of this exercise. (Quick spoiler: It's a list of all the things that have been stopping you from getting what you really want.)

Now, take a second to reflect and look at both lists. Initially, you can see a connection at the root of your desire, but once you see it written down in List 2, you can start thinking: "Is a nice vacation really the best way I can spend quality time with my partner?" "Is a new laptop really going to improve my work?" "Do I need premium Chat GPT, or do I need to improve the way I communicate my ideas?" Once this sparks, your creativity does too. **It will guide you through different paths, taking you where you need to go, not where you've been told you want to go!**

That, my friend, is **your active creator reclaiming power over its own self**. But you must not stop there;

you've got to get practical now. Time to keep this creative momentum going by taking action.

The Answers Are Around You

Before you take a path, you've got to set the course. This time, you must not repeat the mistakes from the past; The Killer goes no further. To do this, you've got to do something tough but extremely rewarding.

You've got to listen to everything The Killer has been hiding from you all these years. The answers were around you all along; it's time for you to use them. Where to find them? **The people closest to you!**

Write down a list of four people who have spent a lot of time with you. This could be friends, family, or even ex-coworkers. These people will help you more than the greatest mentor in your field of skills. Don't choose them based on how cool, talented, or interesting you think they are. **Choose them based on how much of you they've seen.** If you choose someone you've looked down on, it makes it even better!

Write their name down, and next to it, a space for the message they have for you.

It's time to show your "self" that you are committed to reclaiming your power by taking action. Call or text them and get ready to receive something powerful

from them. But for this to work, you **must mute all the defensiveness** that this could trigger. Why? Because you are going to ask them to do the following.

At some point in the conversation, you will ask them:

“Hey! I was wondering if there is something you see in me that you think I could improve. Something I do or have done in the past that you don’t like. Please be as honest as possible. I won’t fight back; I’m here to listen.”

Now, honor your words.

Whatever they say is going to sting. It just will. That is how you know it works!

The moment you get your message is the perfect opportunity to show (through action) that The Killer has no power over you anymore. You will not attack because you are not fighting; you are growing. **An arrow will sting and hurt if you block its course. If you let it fly, it will point toward something.** In this case, that is your personal growth.

Now, write down these four answers. We have one more stop before returning to the lists.

It Was a Mirror All Along!

Now, let’s put all of your social media doomscrolling to good use for the first and last time (really, cut that

shit out!). Go to your recent searches (or just use your honest memory) and **think about three profiles you visit often**. It could be anyone, from a celebrity to a family member. They need to be someone you stalk constantly, thus making them someone you think about a lot...

Try to discern between the profiles by **reflecting on the emotions you feel while scrolling**. Sometimes when you are stalking someone, you might feel envy of the life they have, or maybe they make you feel inspired by the things they post. Now, try to categorize them into two categories: **High-Emotion Profiles** and **Low-Emotion Profiles**, based on the characteristics of the emotions you feel when you see their media.

First of all, (this is just a personal tip) **try to remove most of the profiles from the Low-Emotion list**. Every time you go to their profile, you are vibrating super low. Like, it's emotionally poisoning you. Why would you do that to yourself? At least mute them.

Second of all, take one as an example and try to think, **"What is it about this person or type of content that makes me have such a strong, unlikable reaction?"** Once you get to the petty point of "it's because of this reason" (e.g., they seem insecure, they have no taste, they are too loud), **that reason could be something about yourself that you don't like and have been avoiding confronting or working on!**

Now, think of one of the **High-Emotion profiles**. Think about this person or type of content and ask yourself, **"What is it about this profile that gives me so much joy or good vibes?"** This has a resonance,

too! (e.g., they make incredible art, they seem so confident, they seem inspiring or good to hang out with). **That is pointing to something you know you can be, but for some reason, you are not being.** A big reason might be The Killer, also known as your untreated ego.

It is literally stopping you from being the best person you know you can be!

You want to defeat The Killer? You want to be your best self now? Let me tell you something: work for it, because **this is a daily battle.**

Does it seem like too much work? It kind of does.

It's not "easy." That is why a lot of people don't do it.

Think about what comes "easy" to you. That would probably be one of the **creative activities** you like to do and want to spend more time on. Well, **why don't you make the whole purpose of you doing your creative activity your daily battle with The Killer?**

Wouldn't that have a good effect on your life?

Wouldn't that mean you will have to do your creative activity daily?

What about life responsibilities?

Ask yourself:

"That would mean I would be **constantly working on my self and self-improving.** That would make life just

so much better, isn't that really my main responsibility?"

Plus! "I would be **doing it while doing something I love**, like (painting, editing videos, dancing, etc.)."

So if doing **something fits the following description:**

"It sounds like a worthy responsibility to include in my daily life. If it works out and life gets better, I can do it more."

That, my friend, is a **good purpose** for you!

Now, do you want to defeat The Killer? Nice! Let's go back to the lists!

Third List Completion

Now, on your third list, you are going to write down 3 to 5 things that **answer the following question:**

"What are the things my Killer (aka my untreated ego) is doing that is stopping me from being my best self?"

Time to be hyper creative. Remember that **creativity comes a lot from unique and "un-thought-of-before" connections**. Try to connect the points written in List 1 and List 2 to one of the answers to this question. For example:

-**List 1:** A nice vacation. (Something you want money can buy)

-**List 2:** Quality time with my partner. (Something you want money cannot buy)

-**List 3:** I'm doomscrolling on Instagram comparing myself to others. (Something the killer is doing that is stopping you from being your best self)

Do you see the connection?

You didn't need to spend your savings going on a vacation. **Your "self" is asking you what it really needs:** quality time. You will get it by defeating The Killer and improving in this area of your life daily.

Now, what is something you like to do? E.g., "Painting, Video Editing, Beat Making."

Do you see the connection yet? Nope... yes... maybe...

Well, why don't you start by making sure you are **defeating The Killer every time you do something creative that you like?** You make that area of your life where you are constantly growing and working on.

Imagine it **in the context of our example.** From the perspective of the person who wrote those 3 points on the list.

Maybe instead of doomscrolling on the couch next to their partner, they could teach them how to paint.

Possibly they might like it, possibly not.

It doesn't matter, because they still got to do the thing they enjoy, plus spend time with their partner, and they didn't get killer-trapped by doomscrolling!

Their partner could totally suck and quit at lesson 2. But they still painted! That reminded them of how much they love to do it.

Maybe if they had a better student, someone more interested in painting, they would have really enjoyed it right?

They've probably heard that there are people online giving painting classes, and maybe they could be making extra income with that!

Why haven't they tried it yet? "Because they feel like they are not good enough"?

Well, their partner didn't and still tried painting once. **What was stopping them?** The Killer? Yes, it was.

Now they could look for a good painting student who has never even lifted a brush but has been dying for so long to try painting. They could try giving them lessons at least once.

It sounds like a lot of time and effort? Yes! But, remember that if they take this action, they will not be doomscrolling. They will be doing something good for their own self.

"Ahh, but how will they even get a student? They would need to advertise themselves, and they don't know how to do that."

Well... **I went to advertising school. I would gladly teach you all I know.**

That is why I created **the ultimate deliverable** from yourself to yourself.

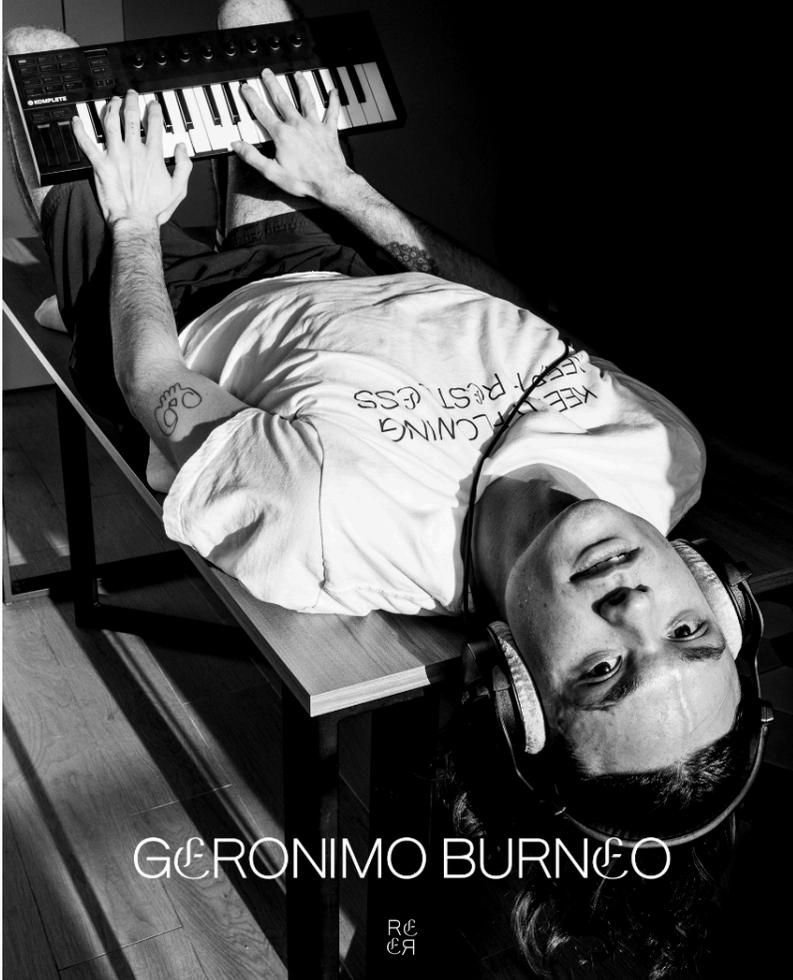
The Purpose Book.

This guide will help you **tie your creativity to a purpose** so it can become the **main reason why** it's so important for you to continue being creative every day.

Plus, you get to defeat The Killer in battle, every day. Come on, **give it a try!**

RESTLESS

A Practical Guide for Purposeful Creativity



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