

CREATIVEANDBEYOND.COM



AARON LAMBERT

MEDIA KIT



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Aaron Lambert is a best-selling author, animator, and creativity coach who is dedicated to helping others unlock their creative potential. He is the author of "The Endless Creative: Your Journey, Your Victory, Your Purpose" (2023) and "Done!: Finish Your Creative Project in One Month" (2018).

Lambert's own journey as a creative began at an early age in Southern California when he discovered a passion for telling stories. Ever since then, the creative force has been a major part of his life. He attended The Art Institute of California, San Diego where he completed a Bachelor's degree in Media Arts and Animation.

He's been an animator in the entertainment industry since 2006 and has worked on hundreds of video game titles, including Gears of War, Left 4 Dead, Dead Space, Uncharted, Call of Duty, Injustice, Mortal Kombat, Rogue Company, and Resident Evil. He's also worked on some films like Invictus, Tron Legacy, Ant-Man and the Wasp, Spiderman: Far From Home, and Black Adam as well as a few commercials (like the very first Kia Soul commercial with the dancing hamsters and robots).

Lambert also works as a freelance editor and game designer, honing his skills and developing his own creative process. As a creativity coach, he has helped many overcome creative blocks, achieve their goals, and find purpose through their creativity.

Aaron currently lives in Northern Arizona with his wife and four children where he enjoys hiking, paddleboarding, and taking care of their thirteen chickens.



Event and Interview Requests

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“The Endless Creative has the potential to influence someone to something great creatively! When I finished, I felt different as a person and as a creative person. To think how many readers could come away with the same new perspective...overwhelming.”

-Dori Harrell

Award-winning writer and editor



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His debut book, ***Done!: Finish Your Creative Project in One Month*** 18k downloads on Audible and Ebook

“What I enjoyed about this book is that it provided the issues and solutions for completing projects. As a creative, I’ve been victim to many of these pitfalls in bringing a task to completion. I would recommend this book for any chronic multitasker.”

-QRamone Reads

Event & Interview

Introduction Points

Aaron has worked as an animator in the entertainment industry for over 17 years

- He has a Bachelor's in Media Arts & Animation from The Art Institute of San Diego
- He's worked on a wide variety of big budget titles, including AAA games and major box office films. He's worked for Apple, Meta, Disney, Amazon, and Epic.
- Working at a motion capture studio for so long, he's had the opportunity to meet a host of talented actors and also learn every step of the motion capture process.
- Through his time in the industry, he's gained many insights into working as a group on creative projects, meeting deadlines, and what determines a successful outcome.

Aaron's areas of experience and interest

- He's been writing about creativity and helping others achieve more in their creative works since 2017.
- He has a keen interest in story, story structure, and story theory. He's been engaged in the subject for many years both through formal education and personal research.
- He's passionate about gaming in general and board games specifically. He has been designing board games since 2015.
- He has served in a variety of leadership roles in multiple large church congregations (as a youth leader, worship leader, and as an elder) in San Diego, Los Angeles, and Prescott, Arizona.
- He loves exploring the outdoors: camping, hiking, backpacking, rock climbing, kayaking, and paddle boarding.

Interview Resources

Bio Talking Points

- Growing up in San Diego
- Career in Los Angeles
- Growing a family in Prescott, AZ
- Career in animation, working with the same small studio for 16 years for a wide variety of projects
- Remote work in the entertainment industry
- Becoming a writer
- Focusing on creativity as a topic of interest

Interview Topics

- **The Endless Creative** - The importance of everyday creativity, discovering your inner creative, how to find and tell your own story, and how your creativity can change the world.
- **Done! Finish Your Creative Project in One Month** - Practical, simple steps to finally finishing your creative projects that matter.
- **Creative & Beyond.com** - The personal experiences and struggles of a creative person. Learning that creativity is a journey, full of surprises and with many twists and turns.

Currently Promoting

- ***The Endless Creative***

Interview Resources

Sample Interview Questions

- **What inspired you to write a book about creativity?**
- **Your book is titled "The Endless Creative" what does the term "endless creative" mean to you?**
- **What do you think are the benefits of being creative in today's culture?**
- **What are some common misconceptions about creativity?**
- **How do you balance the need for structure and routine with the desire for creativity and spontaneity?**
- **How do you hope your book will impact readers' views on creativity and the creative process?**



Interview Resources

Sample Interview Questions

- **In your opinion, what is the most important factor for cultivating creativity?**
 - Awareness, and allowing awareness by making space for it in your life. This requires blocking out a specific time for it, and even finding a physical space.
- **In your book, you mention three parts to the creative journey, can you go into more detail on them?**
 - Yes: the creative approach, the creative process, and the creative pursuit. Each of these have their own three steps. Approach is: observe, question, respond. Process is: inspiration, imagination, innovation. Pursuit is: courage, confidence, consistency. These are the building blocks for a creative life, just as you'd start a house with a foundation, then build the walls, and then the roof.
- **Can you share a personal experience where you had to tap into your own creativity to overcome a challenge?**
 - A relatively small challenge: I was brushing our dog, who sheds a lot, and my daughters wanted to help. It's a messy chore and while chatting, we wondered if using the vacuum would help. Turns out, it did! Our dog wasn't a fan, but it certainly was a lot cleaner.
- **Can you discuss a time when you faced creative blocks or struggled with the creative process?**
 - For sure. Just because I love creativity and being a creative, that doesn't mean it comes easy. Creativity is a challenge, and it always should be if we're pushing ourselves to improve. I've had several games I was working on that I had to put down for years because I just didn't know what to do next with them. I still have a sci-fi novel I've yet to publish. There are many days when I sit down to write and have no clue what to say. But just starting by doing something is usually enough to overcome the internal fear and get me going.
- **What advice do you have for individuals who feel that they are not naturally creative?**
 - Everyone is creative, whether they know it or not, whether or not other people acknowledge it. Some of us are just out of practice. And sometimes we're creative in ways we think don't count because it's not part of the arts. Find the thing you love doing and notice how you can do it differently and uniquely.

Interview Resources

Sample Interview Questions

- **What role do you think technology plays in the creative process?**
 - Technology is a double-edged sword. It can be a useful tool to help develop skills and accomplish what would be impossible otherwise, but it can also create distractions or become a hindrance to creative thinking. Use it wisely and with purpose.
- **What is your opinion on the importance of failure in the creative process?**
 - Though it sounds counterintuitive, failure is an essential ingredient to creative success. Failure is how we learn, improve, and discover what we couldn't have otherwise. I like to think of failures and mistakes as unexpected discoveries.
- **How do you deal with criticism or rejection of your creative work?**
 - While it can still sting at times, I've learned to take honest criticism in stride. It's an opportunity to get better. The hard part is sifting good feedback from bad. That comes with experience. Rejection simply means I haven't yet found the right audience.
- **How do you stay motivated and inspired in your own creative work?**
 - As Julia Cameron describes it, I try to keep "filling the well" by looking for sources of inspiration everywhere. That may be from books, music, games, social gatherings, an outdoor adventure, you name it. The important thing is to always make a little space to experience something new.
- **How do you balance the need for originality with the influence of existing ideas and work in your creative process?**
 - Usually, originality comes from making something you love in your own way. When using other creative sources as inspiration, one helpful question to ask is: how would I do this differently, in a way that's true to me?
- **What advice would you give to someone who is struggling to find their own creative voice?**
 - Keep trying. Spend time with yourself, discovering who you are as a person and what fascinates you. An authentic voice can take a long time to develop, part of that is the skill that comes from experience, but mostly it's a matter of finding the courage to give your real self permission to speak.