Author to Rip the Price Tag Off His New Book for 3 Days at Amazon So More Can Discover the Power of Imaginative Thinking

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BERLIN, GERMANY (03 Mar. 2021)— Imagination: The Secret Nobody Talks About by Christoph Weigert, a just-published book that pulls back the curtain on the mysteries of powerful, imaginative thinking as a path to genuine success in life, will be available as a free download from Amazon.com beginning 03 Mar. through 05 Mar.

Weigert is a Berlin-based motivational researcher and coach whose book makes a compelling case that imaginative thinking has been the Number One driving force throughout history, impacting every aspect of life, and benefiting not just the creative-minded individual but entire societies.

According to the author, imaginative thinking is not the same as imagination, although they are intimately related.

“Imagination is the automatic ability to conjure images in the mind; imaginative thinking is a skill set that can be learned by anyone and developed, the same as a bodily muscle,” Weigert said.

Imaginative thinking is the application of the imagination to the real world, as opposed to mere daydreaming.

For that reason, Weigert said the book brims with easy, fun—and little-known—exercises to develop imaginative thinking.

“The exercises are designed to strengthen one’s imaginative thinking powers and take them to the next level,” he said. “People can benefit from these exercises even if they’ve convinced themselves that they have no imagination to begin with,” he said.

Weigert uses the pages of his book to catalog—and debunk—the myths surrounding the ways in which imaginative thinking is cultivated and utilized. He also exposes the mistakes people commonly make when attempting to discover their purpose in life, pursue their passions and fulfill their dreams.

Said Weigert: “I talk about a truly liberating way to help you to stop caring in the least what other people think of you and your ideas. When you learn to not care about the criticisms, you become empowered to express yourself more freely and—most importantly—to fully follow your dreams and attain genuine fulfillment.”

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Weigert said he devoted five years of his life to understanding and mastering imaginative thinking. In the book, he describes how his journey ultimately enabled him to create and sell for an unexpected sum two acrylic paintings—despite a lack of formal training in art and a damaging belief that he had no artistic talent.

“Talent is not in the genes but can be acquired through repetition with precision and ‘knowing what you don´t know,’” he asserted.

The book represents Weigert’s efforts to expand upon the foundational works of Jon Rappoport, who championed the “philosophy of imagination” over a 40-year personal quest for answers.

“The concept underlying my book is that we are not married to our past nor to the painting we have created up to this point,” Weigert explained. “I hold the view that we are free to reinvent ourselves from the ground up. You, all your life, might have been focused in one direction, expressed in one style of art and being. My contention is that, today, you´re free to drop all that and start something completely different.

“My purpose is to teach you how to ignore it when people tell you to focus on your strengths and tell you all the ‘sensible things to do.’ I show you how to develop new strengths to resist that kind of discouragement.

“A study by software-maker Adobe found that 75 percent of people do not feel they are fulfilling their creative potential—and my book is written expressly for them.”

In one of the most pulse-quickening chapters of the book, Weigert discusses human sexuality and the energy that it generates.

“I present ideas that explain why sex is a vital element of the imaginative thinking process,” he said.

Weigert—who notes that the philosophy of imagination was embraced by Steve Jobs and was highly influential in convincing the computing-industry pioneer to introduce art to that field—even delves into the question of how Harry Potter would use the power of his mind to come out on top at the end of a COVID lockdown.

Imagination: The Secret Nobody Talks About went on sale at Amazon on 14 Feb. The 194-page paperback edition retails for U.S. $25.00.

To obtain a free copy of the book in downloadable format during the three-day no-cost offer, go to Amazon.com and

place the book in the shopping cart, then follow the special directions at checkout.

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