



# 21 Steps from Overload to Launch

Ideas are like radio waves. Just because you hear one flying by doesn't mean you have to stick around and listen or take action. Your goal is to explore the ideas that intrigue or inspire you, and then pursue the ideas that are a good fit for you.

Retain one copy of this document as your Master Template. Create one copy or worksheet for each idea, filling in as many fields as desired.

You'll know which ideas to pursue by how far you're willing to go and the answers to the questions. The worksheets for any ideas you rule out, at least for now, should be filed for future reference. You'll be amazed how many times a combination of two or ten ideas meld into one viable resource or product over time.

Steps	Project	Description
1	Idea in a Paragraph	As simply as possible, explain to an 8-year-old what your idea is and what problem it will solve for whom.
2	Timing	Why this? Why now?
3	Avatar / Target Audience (TA)	Sex, Age, Religion, Education, Income, Location, Interests, Shopping Habits, Career/Work, Other
4	Self-Assessment	Am I the right person to bring this to market? If so, what are my qualifications?
5	USP	What has TA been doing without me/this until now? What makes this different from other similar options? What pain points will motivate my TA to search for my resource?
6	Goals	What does TA REALLY want? Ask "but why" 4x to arrive at this answer.
7	Cost of Inaction	In dollars, stress, relationships, opportunities missed, etc.
8	Switching Cost	How much time, money, energy, focus, etc. will it actually cost for TA to succeed with my resource?
9	Distribution Channels	What is the best, fastest, most effective way to distribute this resource? Website, squeeze page, book, eBook, training program, event, audio, video, PPT?
10	Keywords	What words might TA use to find resources like mine? For which keywords can I rank?
11	Headline	Using rank-able keywords, brainstorm title/headline/product names.
12	Imagery	What image sums up the benefits available to TA upon choosing this resource.
13	Hook	What one phrase will capture TA's attention and inspire immediate action?
14	Call to Action	The precise words to be used at the end of every pitch.
15	30 Word Wonders	The copy/paste-ready promo pitch for both resource and expert.
16	Price	A reasonable price for the quality and customer affected that results in profitability for me.
17	Press Kit	Created with media outlets in mind.
18	FAQs	What questions do I need to answer now?
19	Testimonials	Send out requests.
20	Pre & Launch Dates	Set this date and create the autoresponders.
21	WIIFM	What would it take to motivate TA/collab to intentionally SHARE my resource with others?

# Messaging Formulas

## **For Potential TAs**

1. Headline.
2. Problem, feelings, thoughts TA is experiencing.
3. TA's goal, dream, desired outcome.
4. Obstacles, historical responses, other options that aren't quite right.
5. Recap of the above.
6. 30-word wonder (resource).
7. 30-word wonder (expert).
8. Call to action.

## **For Potential Collaborators**

1. Headline.
2. Sharable stats about your TA.
3. Problem, feelings, thoughts TA is experiencing.
4. TA's goals, dreams, desired outcomes.
5. Obstacles, historical responses, other options that aren't quite right.
6. Recap of the above.
7. 30-word wonder (resource).
8. 30-word wonder (expert).
9. Call to collaborate.

## **For Potential Media Coverage**

1. Headline.
2. 30-word wonder (resource).
3. 30-word wonder (expert).
4. Call to interview/promote.
5. Link to media kit.