

5 STEPS TO CREATE A WOW MOMENT

PRODUCT: _____

1. YOUR AUDIENCE	<ul style="list-style-type: none">
2. LIST OF KEY CAPABILITIES OF YOUR PRODUCT	<ul style="list-style-type: none">
3. PICK ONE CAPABILITY	<ul style="list-style-type: none">
4. BRAINSTORM UNUSUAL WAYS TO SHOW CAPABILITY	<ul style="list-style-type: none">
5. SELECT IDEA AND WORK ON THE DETAILS	<p>The selected idea was “_____” _____.” Now the details are:</p> <ul style="list-style-type: none">