

# Facebook B.A.P Ideation Worksheet

**My prospective customers are:** \_\_\_\_\_

**I am trying to sell:** \_\_\_\_\_

## Step 1: Identify Relevant Brands (B)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_

Don't use generic brands such as "Coca Cola", "Canon", "Maybank", "DBS Bank". These are brands, that people wouldn't need to have an interest YOGA, in order to like all these brands.

Using Google (or any other research tool), think about what brands that your potential customer would already know.

It can be:

- Product Brands
- TV Shows
- Magazines Brands
- Events/Competitions
- Schools/Organizations

**Step 2: Identify Relevant Activities (A) - You might not be able to find these. It is 100% ok to leave this section blank, if you cannot find anything.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_

These are activities that your potential customers are doing/interested to do.

**Step 3: Identify Relevant People (P) - You might not be able to find these. It is 100% ok to leave this section blank, if you cannot find anything.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_

These are influential people in the same industry/niche as your potential customers.