

Breakthrough Ideas

**The Revolutionary 5 Step Process
For Uncovering the Hidden BIG Ideas That
Your Market is Powerless to
Resist**



Today we're going to talk about coming up with BIG Ideas

And I'm going to give you a brand-new framework for finding Big Ideas in 60 minutes or less.



Sound good?



So what is a Big Idea, anyways?



Here's how legendary advertiser David Ogilvy defines a big idea:

A big idea is an idea that is instantly comprehended as important, exciting, and beneficial. It also leads to an inevitable conclusion, a conclusion that makes it easy to sell your product.





**Let's look at some recent examples of
big ideas I've used for myself and my
clients.**





Mike Tyson confessional bombshell...

"I Used To Talk About Ripping My Opponent's Heart Out... But Inside I've Always Felt Like a Fat, Scared, Little Kid."

Here's how the Champ finally reclaimed his manhood, all while dropping 83lbs of "retirement weight" that had been piling onto his gut and leaving him sluggish, exhausted, and knocking at death's door.



5-Second “Trick” Rejuvenates Stiff & Sore Joints (Seniors Swear By THIS)

This is the Verzasca river in the Swiss Alps.



As you can see it's flowing with clear, fresh water.

And if you know anything about joints, THIS is how our joints are SUPPOSED to look... with clear, cooling fluid rushing between the gaps that keeps them smooth and hydrated.

Unfortunately, so many people's joints (especially as they get older) look more like THIS.



One of America's most celebrated doctors reveals bombshell discovery:

“Could Hidden Constipation Be the Real Culprit Behind Our Bloated, Swollen Stomachs?”

Plus: the simple, 20 second fix that can rapidly improve digestion, slim down our bellies, return bowel movements to regularity...

WITHOUT any detoxes, master cleanses, or turning your insides into a gurgling, swirling vortex of discomfort.



Okay, so the questions I want to answer today are:

1. “How did I come up with these Big Ideas?”
2. And how can you do the same thing, no matter what you sell or how you sell it?



So let's jump right in!



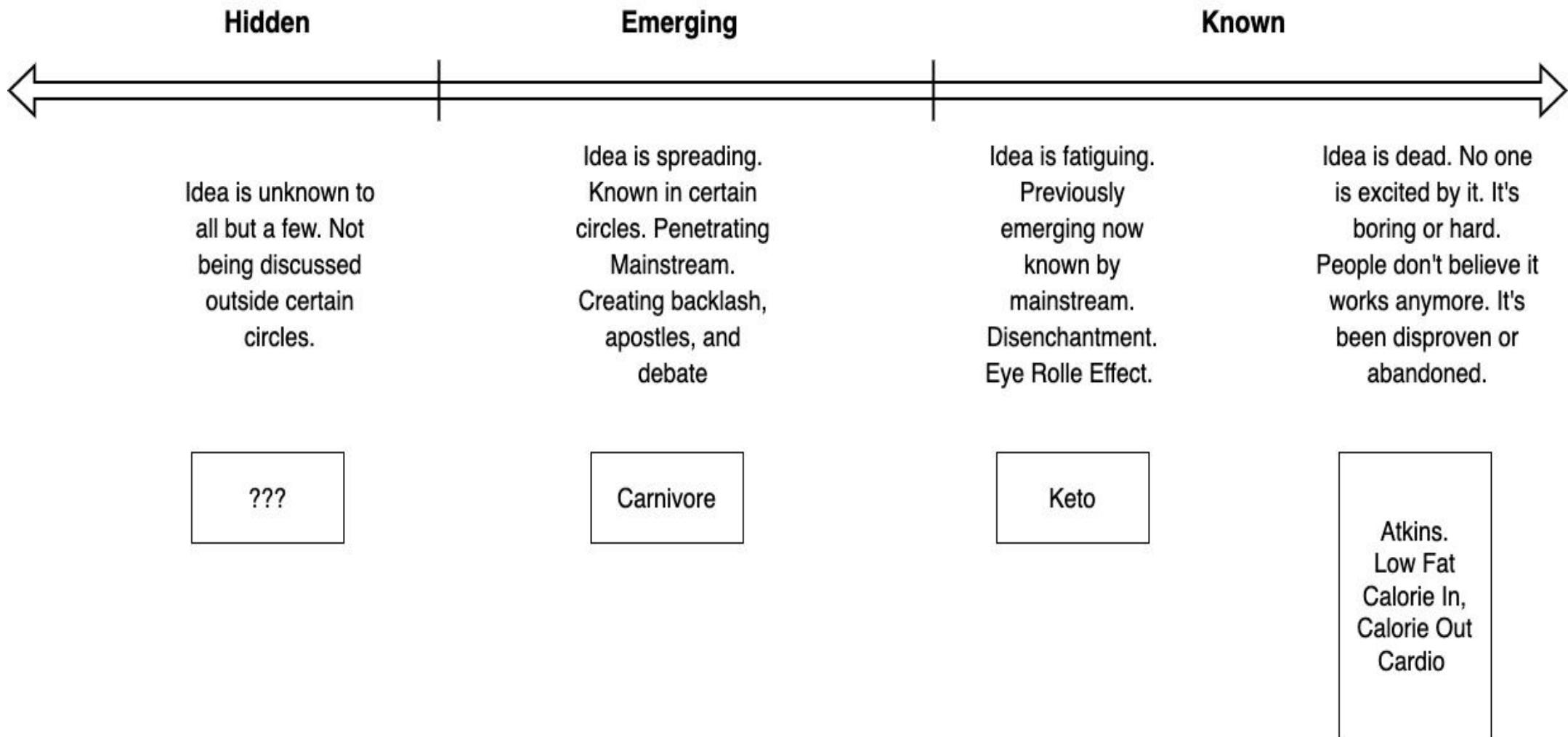
Part I. What Kind Of Ideas Are We Looking For?

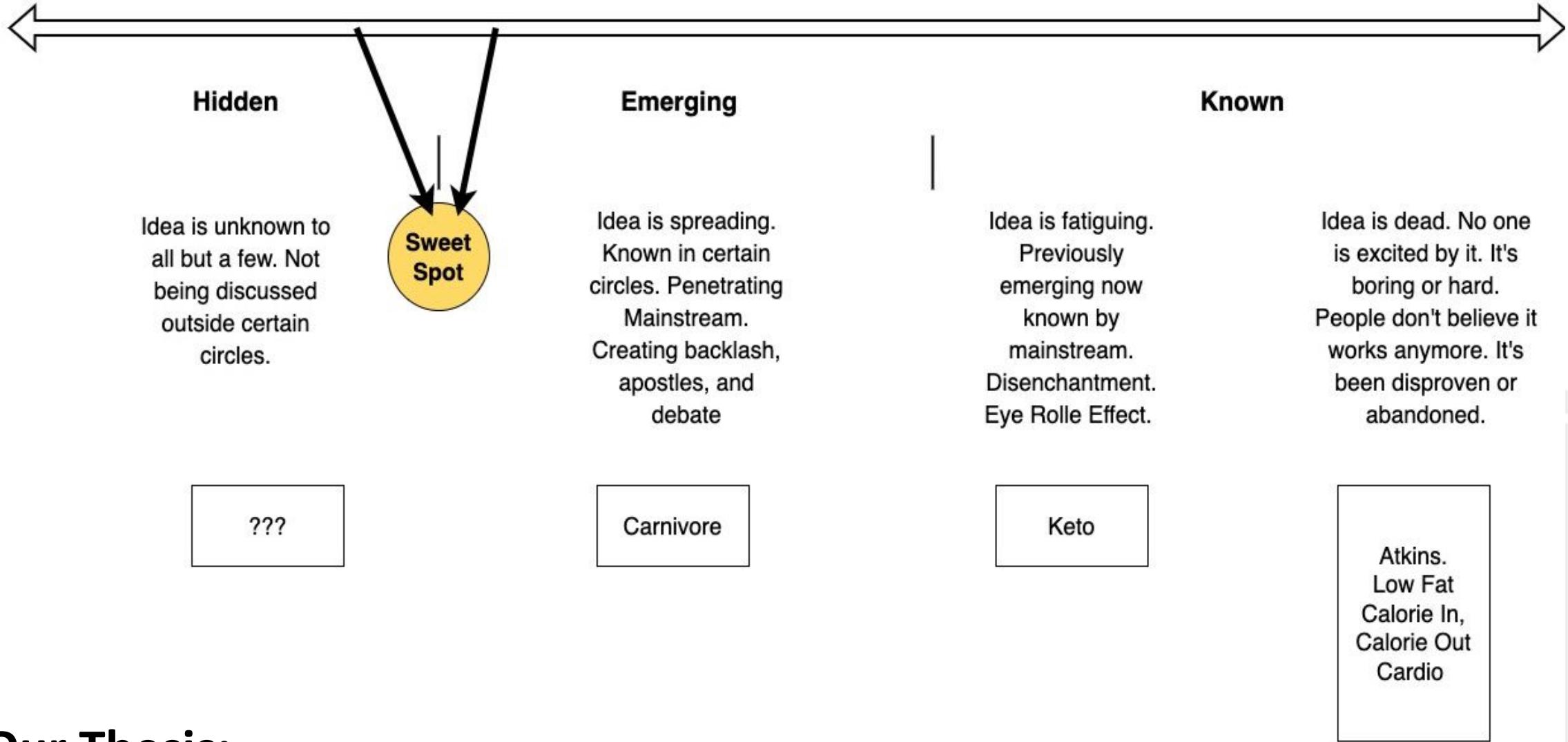




The way I see it there are 3 main phases of an idea...







Our Thesis:

The *sweet spot* is when you find ideas that are primed to make the leap from hidden to emerging.

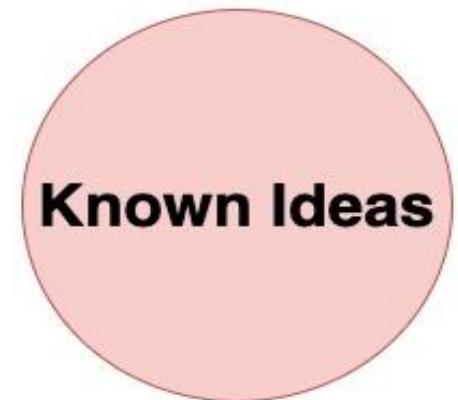
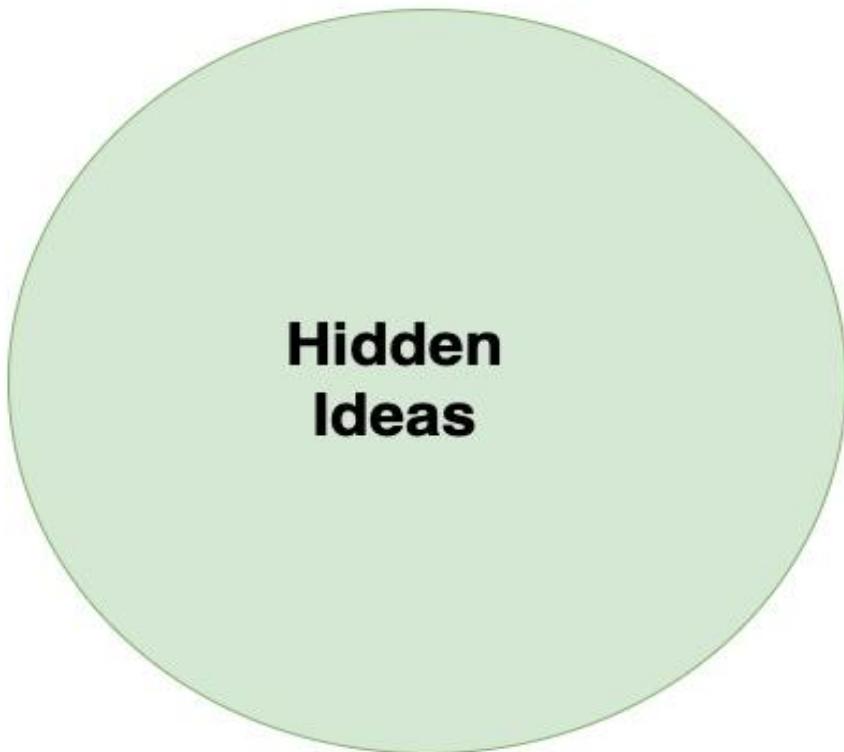
We'll talk about what 'Primed' means in a minute...

But first:

Why do we want to focus on Hidden Ideas vs. Emerging or Known Ideas?



*There are more Hidden Ideas than there
are Emerging Ideas or Known Ideas.*





Emerging Ideas and Known Ideas are very finite data sets.

There are only so many Known Ideas.

Meanwhile, for any category or problem we only see a few Emerging Ideas at any given time.



In contrast, there are a near-infinite number of Hidden Ideas...

Ideas that have yet to be “discovered,” or that are only known to a handful of individuals.

Additionally, because Hidden Ideas haven’t even begun to penetrate the mainstream, there is significantly LESS resistance to them. They are harder to refute or disprove.

 And finally, Hidden Ideas are more exciting. People love feeling like they are on the cutting-edge of innovation (we’ll discuss more about this shortly).



Part II. How Do You Find Hidden Ideas?



7 Parts:

1. **Formulate**
2. **Rephrase**
3. **Search**
4. **Modify**
5. **Categorize**
6. **Organize**
7. **Rank**

1. Formulate the problem you are trying to solve.

Hint: every idea solves a problem.

The idea of gravity came from the problem of not being able to mathematically explain why we don't float off into space.

Start in very broad terms.

The problem I am trying to solve is:

Type II Diabetes

Millennials being broke

Seniors not having enough money for retirement.

Busy professionals failing to find love.

Problem-Drinking

Self-Sabotage

Can't Hit A Driver Straight





2. Rephrase it as a “WHY” question:

Why do people get Type II Diabetes?

Why are so many millennials broke?

Why do many seniors not have enough money
for retirement?

Why do some busy professionals fail to find
love?

Why do people have drinking problems?

Why do people self-sabotage?

Why Can’t I Hit My Driver Straight?

3. Search For Answers

Where to Look:

Google Search

Google News

NCBI

Databases (Science Daily)

Forums

Podcasts

YouTube





4. Modify: Add Simple Modifiers to Your Search:

Surprising

Real Reason

Breakthrough

Science Behind

New Discovery

New Research

New Data

New Finding

Shocking

IMPORTANT

For Steps 3 and 4...

When you find interesting answers to your searches (aka potential Hidden Ideas), don't be afraid to dig deeper. Write down your first notes and impressions. Ask if this idea you've uncovered could be related to other ideas and investigate if it is. Don't be afraid to ask "Why" more times or peel back the layers of the onion.



5. Categorize

Spend 30-60 minutes and list out every answer you find. For each one, categorize it as:

1. Hidden
2. Emerging
3. Known



6. Organize

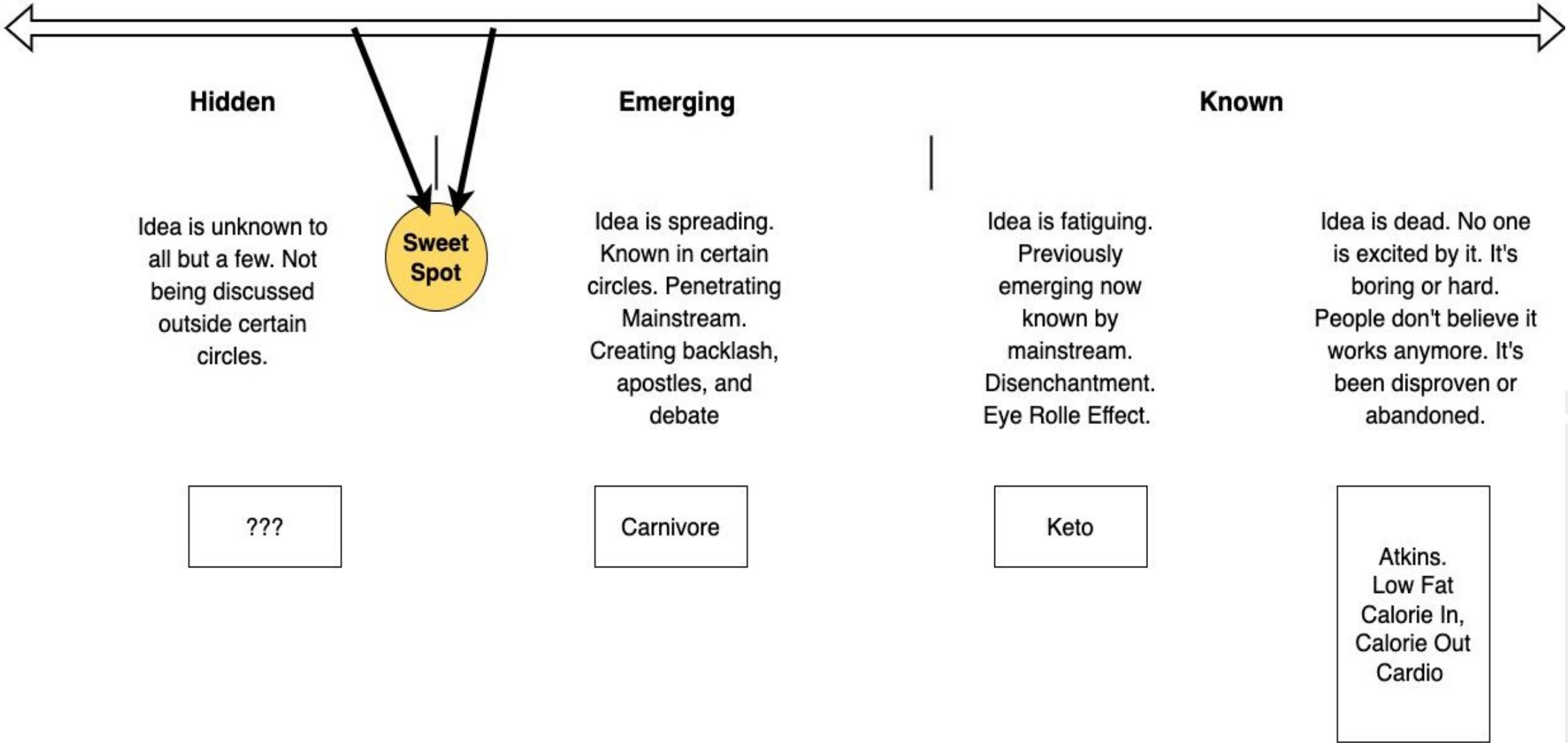
Set anything that appears to be an emerging idea, or a known idea, off to the side (we'll come back to these)...



7. Rank

Rank your potential Hidden Ideas based on your gut reaction to how interesting or powerful they seem.





Our Thesis:

The **sweet spot** is when you find ideas that are primed to make the leap from hidden to emerging.

Example: Seniors not having enough money for retirement.



1. Formulate the problem you are trying to solve.

The Problem I'm Trying to Solve Is:

Seniors not having enough money for retirement.



2. Rephrase as a “Why” question:

Why do many seniors not have enough money for retirement?



3. Search For Answers

Google why do many seniors not have enough money for retirement? X |

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About 28,200,000 results (0.58 seconds)

[https://www.cnbc.com/2020/01/13/why-its-hard-to... ::](https://www.cnbc.com/2020/01/13/why-its-hard-to-live-on-social-security.html)

Why it's hard to for retirees to get by on Social Security benefits

Jan 13, 2020 — New research shows that 50% of older adults who live alone and 23% of older couples do not have enough money to cover their basic financial ...

[https://www.cnbc.com/2019/10/09/i-cant-afford-reti... ::](https://www.cnbc.com/2019/10/09/i-cant-afford-retirement.html)

'I can't afford retirement' is the main reason seniors continue to ...

Literally the First Result:



PERSONAL FINANCE

Half of single seniors can't pay for the basics. Here's why Social Security's not enough

PUBLISHED MON, JAN 13 2020 1:51 PM EST | UPDATED MON, JAN 13 2020 2:32 PM EST



Lorie Konish
@LORIEKONISH

SHARE

KEY POINTS

- New research shows that 50% of older adults who live alone and 23% of older couples do not have enough money to cover their basic financial needs.
- Elderly households struggle more in some areas of the country versus others, depending on the cost of living for their particular area.
- But there is no county in the U.S. where the average cost of living and the average Social Security benefit are equal, which makes it harder for retirees to break even.

**Closing Bell**

WATCH L

UP NEXT | 2022 Winter Olympics
5:00 PM ET**THE WINTER OLYMPICS**

“But there is no county in the U.S. where the average cost of living and the average Social Security benefit are equal, which makes it harder for retirees to break even.”



Remember:

For Steps 3 and 4...

When you find interesting answers to your searches (aka potential Hidden Ideas), don't be afraid to dig deeper. Write down your first notes and impressions. Ask if this idea you've uncovered could be related to other ideas and investigate if it is. Don't be afraid to ask "Why" more times or peel back the layers of the onion.



My Immediate Ideas or Thoughts:

See-Saw

Tipped Scales

No Equilibrium

Disparity

What are other examples of where things are disproportionate or out of balance?





Now I Keep Reading the Article:

“Those individuals have incomes that are below a measure the researchers have developed called the Elder Index.

The Elder Index measures the basic costs households face and how well they are able to meet those expenses. That includes food, housing, health care, transportation and other necessities. It does not cover extras such as entertainment, vacations or dining out.”

Now I Keep Reading the Article:

The tally for the Elder Index varies based on an individual's or couple's situation. For those who no longer have to pay a mortgage on their home, the Elder Index is \$21,012 annually for an individual and \$31,800 for a couple.

Those estimates go up for those who rent — rising to \$25,416 for singles and \$36,204 for couples. And costs are even higher for those who are still paying off their mortgages — \$32,064 for singles and \$42,852 for couples.



The Elder Index is an interesting concept. I haven't heard of this. Can we play with it?

What about mortgage issues?



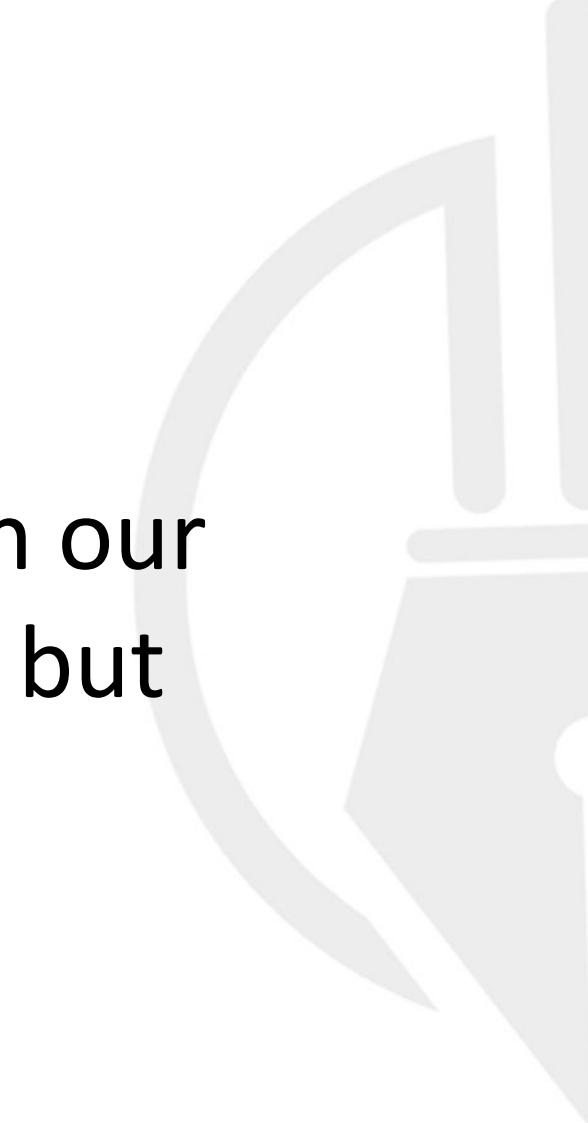
Headline Idea:

“The Great American Homeownership
Myth That’s Crushing Senior Citizens”.



Could we do a whole promo around the idea that seniors were sold home ownership as the American Dream and now it's the American Nightmare because their mortgages are one of the top factors keeping them from retiring?





Could we have a financial promo around how the coming crisis with our seniors isn't about social security, but about how they'll be losing their homes?



What about something around how the next great housing crisis will start with evicted seniors?



That's scary and we know fear sells...

But we can actually flip it and position it as an opportunity...

By showing how the companies that are solving the so-called senior housing crisis could yield you a huge windfall if you invest in them. In fact, making these investments today could even make sure you stay in your house in the decades to come.



My Next Step

Okay, so now I'm going to Google the term “Senior Housing Crisis” and see if it's a big thing?





senior housing crisis



All

News

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About 149,000,000 results (0.53 seconds)

The lack of affordable housing for the growing senior population in the United States is on the verge of becoming a crisis. ... Adults in the U.S. aged 50 and over is expected to **grow to 133 million by 2030**, an increase of more than 70 percent since 2000 according to a study by Harvard.

<https://www.reconomy.com/blog/post/the-looming-cr...> ::

[The Looming Crisis of Affordable Senior Housing - Reconomy](#)

About featured snippets • Feedback

<https://www.forbes.com/sites/2021/05/19/the-hous...> ::

[The Housing Crisis That Will Hit Home - Forbes](#)

May 19, 2021 — Housing remains elusive for seniors because of its lack of affordability. Prices in the U.S. housing market continue to climb, while incomes for ...



Reonomy (2017)

The image shows a screenshot of a blog post from the website reonomy.com. The header features the Reonomy logo (a stylized diamond icon) and the text "reonomy an Altus Group business". The navigation menu includes links for Solutions, Technology, Research, Resources, About, Log In, and a prominent green "FREE TRIAL" button. Below the menu, a link "← Back to the Blog" is visible. The main content area has a dark background with a photograph of an elderly man wearing glasses. Overlaid on the image are the words "INSIGHTS AND TRENDS" in blue and the title "The Looming Crisis of Affordable Senior Housing" in large white text.

← Back to the Blog

INSIGHTS AND TRENDS

The Looming Crisis of Affordable Senior Housing



Reonomy (2017)

"The lack of affordable housing for the growing senior population in the United States is on the verge of becoming a crisis. The country is not prepared to meet the housing needs of this aging group. Adults in the U.S. aged 50 and over is expected to grow to 133 million by 2030, an increase of more than 70 percent since 2000 according to a study by Harvard."

Forbes (May, 2021)

May 19, 2021, 08:20am EDT | 3,670 views

The Housing Crisis That Will Hit Home



Dr. Eric George Forbes Councils Member
Forbes Business Council COUNCIL POST | Membership (Fee-Based)
Small Business

-
-  f Founder and CEO of *ERG Enterprises*. Nationally recognized thought leader on entrepreneurship, investing and leadership.

Forbes (May, 2021)

Yet this all-important element of our lives remains at risk for a population most vulnerable in its absence: seniors. Known as the "silver tsunami," the number of Americans aged 65 or older is projected to surpass 72 million in 2030 and 83 million in 2050. This significant demographic trend places substantial pressure on a system already experiencing a shortage of senior housing, which supplements supportive services with residences. As our population ages, we face one of the greatest crises of our time, one seemingly lost among concerns over the pandemic and global warming, yet one nevertheless present and lurking.



New York Times (September, 2020)

COPY ACCELERATOR LIVE | 2022



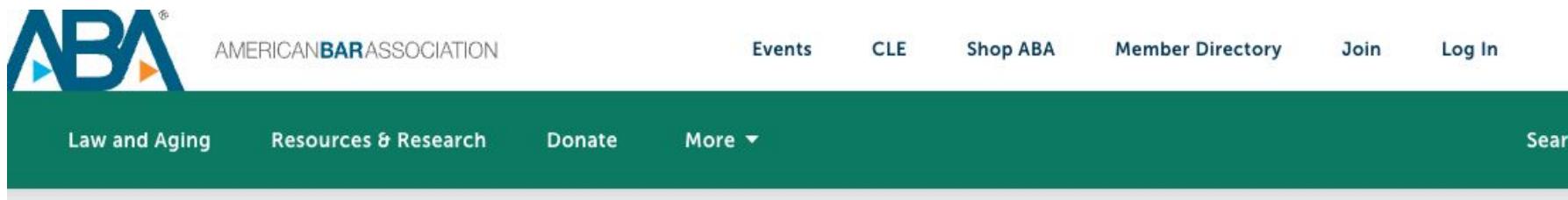
The New York Times Magazine

FEATURE

Elderly and Homeless: America's Next Housing Crisis

Over the next decade, the number of elderly homeless Americans is projected to triple — and that was before Covid-19 hit. In Phoenix, the crisis has already arrived.

American Bar Association (January, 2020)



The image shows the top navigation bar of the American Bar Association website. It features the ABA logo with a blue and orange 'ABA' monogram and the text 'AMERICAN BAR ASSOCIATION'. To the right are links for 'Events', 'CLE', 'Shop ABA', 'Member Directory', 'Join', and 'Log In'. Below this is a green navigation bar with links for 'Law and Aging', 'Resources & Research', 'Donate', 'More ▾', and a search bar.

/ [ABA Groups](#) / [Commission on Law and Aging](#) / [Publications](#) / [Bifocal](#) / [Vol 41, Issue 3 \(January–February 2020\)](#)

January 14, 2020

Is a Housing Affordability Crisis on the Horizon for Seniors?

Lisa Sitkin

Share:



Minnesota Housing Partnership (Date Unknown)



Search ...

[Who We Are](#) [Community Development](#) [Policy](#) [Research](#) [Blog](#) [Support MHP](#)

Research

[2021 State of the State's Housing](#)

Film: Sold Out

Out of Reach

Market Watch

Rental Snapshots

Housing Continuum

Aging and Affordable Housing: The Growing Crisis

According to a recent Harvard Joint Center for Housing Studies & AARP Foundation study, by 2030, the number of people aged 65 and older is estimated to reach 73 million, increasing by 33 million in two decades. Here in Minnesota, more than 1 in 5 residents in each of our 87 counties will be over 65 by this date. This “rapid aging” of America, including Minnesota, creates several challenges for housing, ranging from affordability to accessibility. What do we need to do in our state to ensure that the needs of seniors will be met?

So to me, an immediate potential Hidden Idea I could use:

Expensive mortgages are putting an unprecedented number of seniors at risk of losing their homes, while creating a once-in-a-lifetime investment opportunity.





Now let's look at other search results that came up:

Result #2:

<https://www.cnbc.com/2019/10/09/i-cant-afford-retirement-is-main-reason-seniors-continue-to-work.html>

- “I’m supporting my family.”
- “I’m paying off debt”
- “I don’t have enough saved”

And some more

Result #10:

<https://www.aarp.org/retirement/retirement-savings/info-2019/no-retirement-money-saved.html>

- Employers have phased out pensions.
- Didn't take advantage of IRAs or work-based 401ks



Let's Pause for a Minute and Remember Where We're At...

1. Formulate the problem you are trying to solve
2. Rephrase as a “WHY” question
3. Search for answers





4. Modify: Add Simple Modifiers to Your Search:

Surprising

Breakthrough

New Discovery

New Research

New Data

New Finding

Shocking

Real Reason

Science Behind



new data seniors retirement



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About 13,600,000 results (0.53 seconds)

<https://www.pewresearch.org> › ... › Retirement



Amid the pandemic, a rising share of older U.S. adults are now ...

Nov 4, 2021 — The financial context in which older adults are making retirement decisions ... in March 2020 but reached new record highs by August 2020.

You visited this page on 2/18/22.



Google Page 1, Modified Search Result



Pew Research Center

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NOVEMBER 4, 2021



Amid the pandemic, a rising share of older U.S. adults are now retired

BY RICHARD FRY





Google Pay 1 Modified Search Result

As employers contend with growing numbers of younger employees quitting in the great resignation, the COVID-19 recession and gradual labor market recovery has also been accompanied by an increase in retirement among adults ages 55 and older.

It is unclear whether the pandemic-induced increase in retirement among older adults will be temporary or longer lasting. Newly published labor force projections from the Bureau of Labor Statistics suggest it will be temporary. BLS projects large increases in labor force participation among older adults from 2020 to 2030, with nearly 40% of 65- to 69-year-olds being in the labor force by 2030, up from 33% in 2020.

A second Hidden Idea:

More seniors have retired because they got richer during the pandemic, and their assets increased. But it might be temporary because with a recession or big economic event, they'll be dragged back into the workforce.



Google Page 1, Modified Search Result



Schwartz Center for
Economic Policy Analysis

Economic insights for a more equitable society

Economics Dept | Who We

RETIREMENT

CLIMATE CHANGE

PUBLIC F



The Pandemic Retirement Surge Increased Retirement Inequality

June 1, 2021



A third Hidden Idea:

*The Growing Retirement Wealth Gap (And
How To Make Sure You're On The Winning
Side)*



5. Categorize

Spend 30-60 minutes and list out every answer you find. For each one, categorize it as:

1. Hidden
2. Emerging
3. Known



5. Categorize

Hidden Ideas:

Expensive mortgages are putting an unprecedented number of seniors at risk of losing their homes, while creating a once-in-a-lifetime investment opportunity.

Covid-19 Accelerated Seniors Retiring But It May Be Temporary (And You Could Be At Risk)

Covid-19 Created A Growing Retirement Wealth Gap (And How To Make Sure You're On The Winning Side)



5. Categorize

Emerging Ideas:

*Continuing to Support Adult Children for Longer is
Keeping Seniors in the Workforce*



5. Categorize

Known Ideas:

Phased Out Pensions

Not Enough Money (Or No Money) In IRAs or 401ks

Supporting Family in General

Not Enough Money Saved



6. Organize

Set anything that appears to be an emerging idea, or a known idea, off to the side (we'll come back to these)...



7. Rank

Rank your potential Hidden Ideas based on your gut reaction to how interesting or powerful they seem.

Hidden Idea #1:

Expensive mortgages are putting an unprecedented number of seniors at risk of losing their homes, while creating a once-in-a-lifetime investment opportunity.

Hidden Idea #2:

Covid-19 Accelerated Seniors Retiring But It May Be Temporary (And You Could Be At Risk)



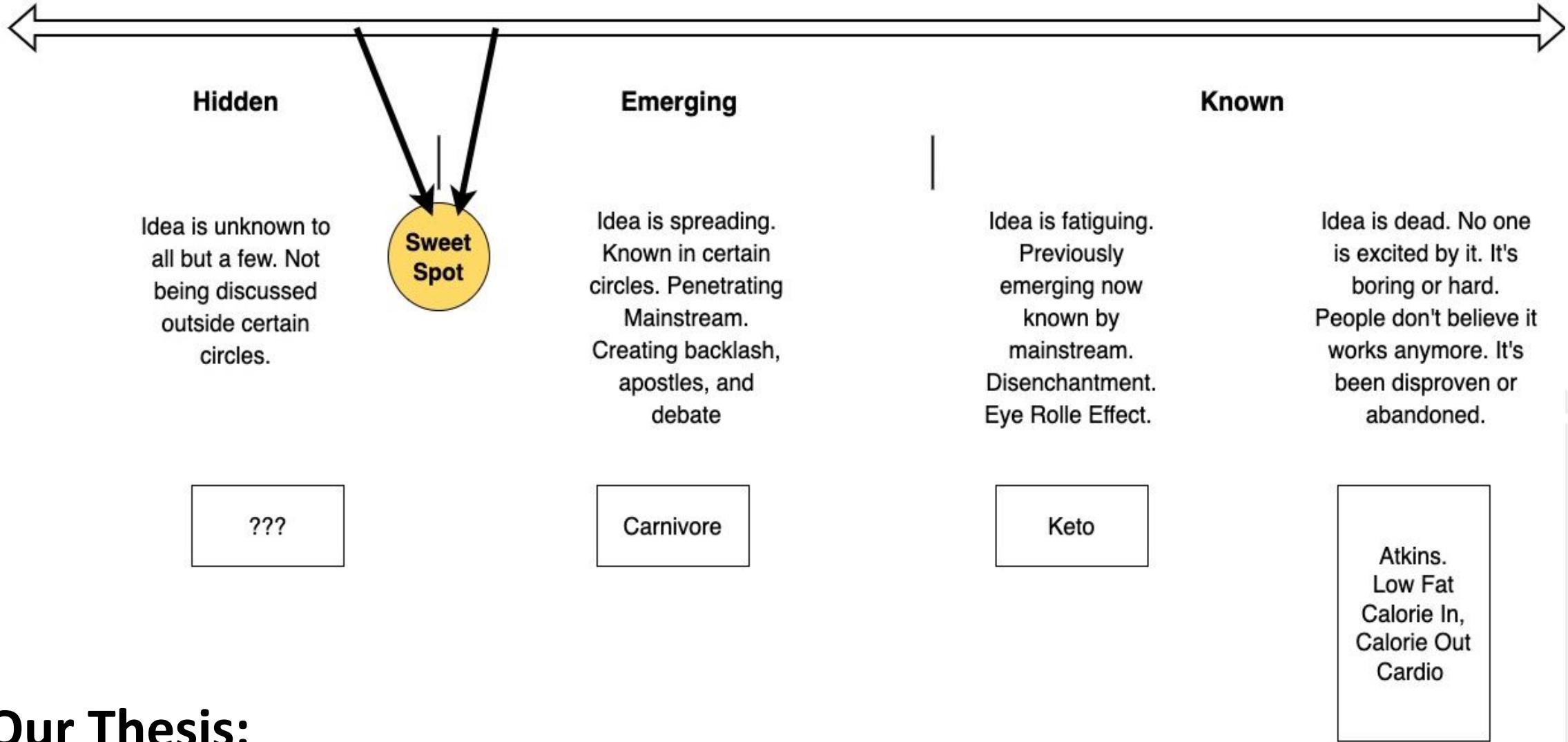
Hidden Idea #3:

Covid-19 Created A Growing Retirement Wealth Gap

Part III_A:

How Do You Decide If A Hidden Idea Is In The “Sweet Spot?”





Our Thesis:

The **sweet spot** is when you find ideas that are primed to make the leap from hidden to emerging.

Two Criteria: Momentum and Virality



Momentum

For an idea to be worth us pursuing, it either needs to already have some organic momentum...

Or, the right conditions need to be in place where we can manufacture the appearance of momentum.



In other words, we want to be able to point to a handful of new studies, data points, or articles, that are coming out in support of our Hidden Idea, and use those as evidence that our idea has momentum. We want to create the argument that people are already talking about this idea, and that it's poised to emerge into the mainstream.

When a Sweet Spot Idea has **organic momentum**,
you'll see AT LEAST one of the following:

1. A small cluster of related studies or papers all being published in near succession, that build upon or reference one-another, and that all support the emergence of a new discovery

Example:

3 new scientific studies published in NCBI in 2019...

2 new scientific studies published in NCBI in 2020...

4 new scientific studies published in NCBI in 2021...

All supporting our Hidden Idea.



When a Sweet Spot Idea has **organic momentum**,
you'll see AT LEAST one of the following:

2. A small cluster of data being published near-simultaneously that all appear to confirm the emergence of a new truth about the world.

Example:

2 new Public Opinion Polls published by PEW Research in 2019...

4 new Public Opinion Polls published by PEW Research in 2020...

3 new Public Opinion Polls published by PEW Research in 2021...

All supporting our Hidden Idea.



When a Sweet Spot Idea has **organic momentum**,
you'll see AT LEAST one of the following:

3. A small cluster of articles, blogs, or news stories being published near-simultaneously that all suggest the emergence of a new cultural moment, pattern, shift, or trend.

Example:

2 new Mainstream News Articles Published in 2019...

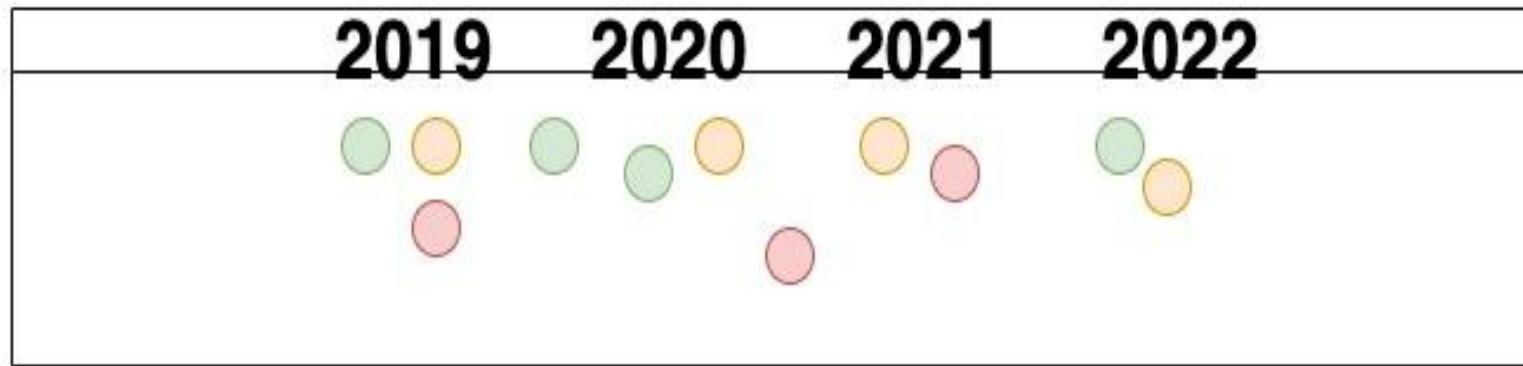
5 new Mainstream News Articles Published in 2020...

4 Mainstream News Articles Published in 2021...

All supporting our Hidden Idea.



Visually it looks like this...



- Study
- Data
- Article





IMPORTANT

Note that the choice of wording for a “small cluster” is very important and intentional. I don’t want dozens of studies, articles, or data sets. I want a few credible ones. The reason why is because we want to find ideas that are UNKNOWN. Meaning that if I were to ask 10 random people in the street if they’d heard of an idea, at least 8/10 would say “no.” Ideally, we actually want 10/10 lay people to have not heard of the idea before.

Example: Seniors not having enough money for retirement.



Hidden Idea #1:

Expensive mortgages are putting an unprecedented number of seniors at risk of losing their homes, while creating a once-in-a-lifetime investment opportunity.



Does this idea have organic momentum?

CNBC Article (2020)

Reconomy Article (2017)

Forbes Article (2021)

NYT Article (2020)

American Bar Association Article (2020)

MHP Article



Plus, compelling data from Harvard



JOINT CENTER
FOR
HOUSING STUDIES
OF HARVARD UNIVERSITY



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COST BURDENS AMONG OLDER ADULTS ARE AT AN ALL-TIME HIGH

Many Older Adults Burdened by Housing Costs in 2017

Age 65 and Over: All Households Renters Owners

Age 50-64: All Households Renters Owners



≡ Export



Does this idea have organic momentum?

YES!



This Hidden Idea appears to have the right amount of momentum!

Things are happening and people, institutions, and the media are already talking about it...

But it's not something that is all over the news or on the forefront of the average person's mind, and it's not a major part of the national conversation yet.

 It feels like the first embers or sparks are in place and that with the right kindling this idea could catch-fire.



If we search Google News for “Senior Housing Crisis” most of what comes up is unrelated stories about affordable housing in general, or municipal bonds. (That’s a good thing from our perspective).



senior housing crisis



CO Commercial Observer

Investors Who Spotted Opportunity in Senior Housing May ...

Senior housing occupancy is expected to rebound in the next half decade, ... dropping 7 percent within the first year of the health crisis.

1 day ago



NV Business.NV.gov.

State of Nevada makes historic allocation of tax-exempt bond ...

This historic investment is being made in the face of the acute and ongoing housing crisis that many Nevadans are facing.

2 days ago

WFMY

'We're having an affordable housing crisis' | Communities struggling to find places to live

Kurtz who is the senior director of housing strategies for United Way in Forsyth County said it's the same there.

4 days ago



B Barron's

The Outlook for Housing, Malls, Workspaces, and Other Real Estate

Housing Isn't a Bubble, Offices Aren't Dead, and Malls Can Thrive, ... and the best types of malls, senior housing, and industrials to own.

1 week ago



An important note on “momentum”

The word momentum can seem kind of “arbitrary”...

But your job is to convince the world (or at least your target market), that this idea is already making the leap from hidden to emerging...

 While giving your audience the opportunity to latch-on to this idea as it takes off.

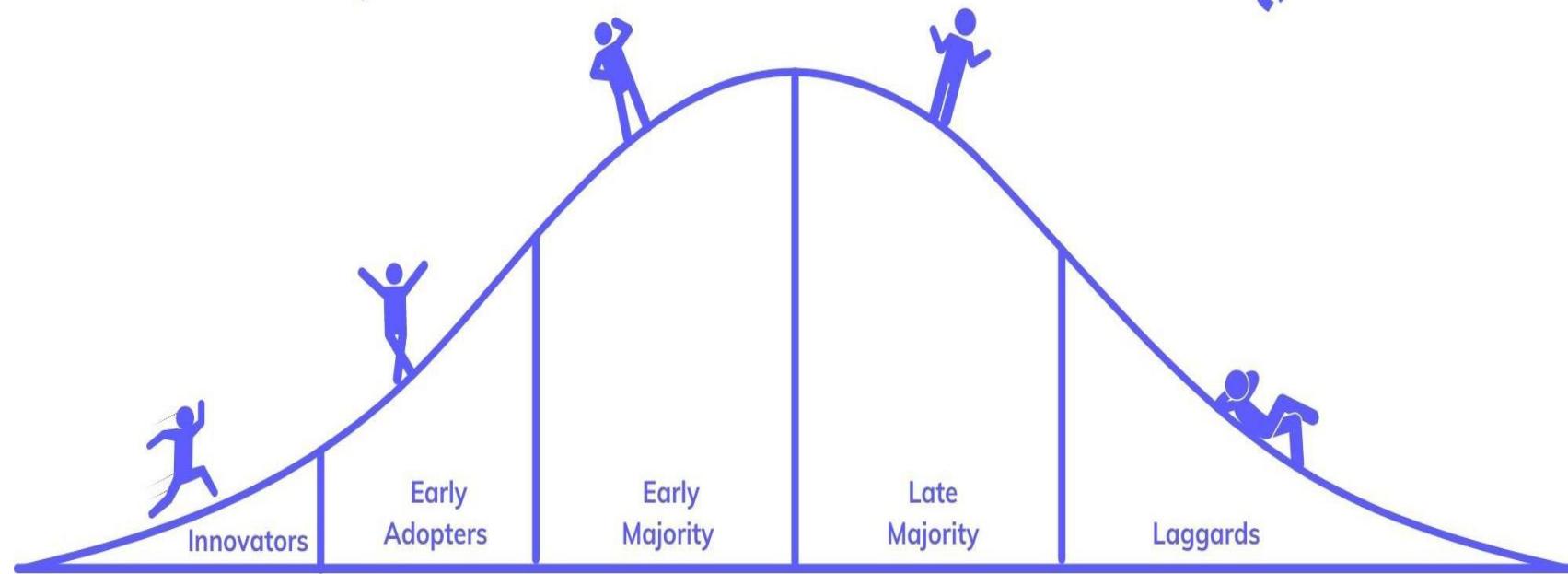
Q: Why do you need to convince your audience or target market that the idea you are presenting to them is already making the leap from hidden to emerging?

A: Most people are followers, and we want to sell to the most people.





The Production Adoption Curve



Citation: <https://www.appcues.com/blog/the-product-adoption-curve>

**People think they want to be pioneers
(innovators)...**

But none of them really want to risk an arrow in the back.



In Product Adoption Curve Parlance...

Most people really want to be “early adopters” or the “early majority.”



Why?

It's socially risky to be a true innovator.

*What if you're wrong? What if you look foolish?
What if others follow your lead and get hurt?*

The risk of social capital is too great for most people to innovate.



More Reasons You Want To Create a Picture of Unstoppable Momentum For Your Idea:

People hate missing out. They don't want to look foolish or to be irrelevant.

People are excited by new discoveries. There's a fundamental human curiosity.

Just as important, people like looking smart. They like being able to share and tell others about a new discovery and take the credit for being on the cutting-edge.



Part III_B:

How Do You Decide If A Hidden Idea Is In The “Sweet Spot?”



Virality

In addition to being supportive of a narrative of momentum...

The idea you select should contain as many of the elements of Virality as possible.



Why Virality?

We're wired for Gossip. We love learning new concepts. We love to share. We love looking smart.



The Most Important Elements of Virality I've Found:

Easy to understand – intuitive, you can grasp it, visual (metaphor-friendly)

Emotional – idea is shocking, scary, or exciting and people *want* to share.

Curiosity-inducing.

Contrarian or Paradigm Shifting

Provable – supporting data, social proof, mental test, physical test



Example: Seniors not having enough money for retirement.



Hidden Idea #1:

Expensive mortgages are putting an unprecedented number of seniors at risk of losing their homes, while creating a once-in-a-lifetime investment opportunity.



How does it stand up to our virality checklist?

Easy to understand – intuitive, you can grasp it, visual (metaphor-friendly)

- *Easy to understand that seniors are at risk of losing their homes.*
Metaphor of scales tipping, or a lack of balance. Metaphor or analogy of previous housing crisis and collapse.

Emotional – idea is shocking, scary, or exciting and people *want* to share.



- *Scary - what if you or your loved ones will lose their home?*
- *Exciting - opportunity to cash in on the next big windfall.*

How does it stand up to our virality checklist?

Curiosity-inducing.

- *Curiosity about which companies can solve this crisis and the opportunity to profit.*



How does it stand up to our virality checklist?

Contrarian or Paradigm Shifting

- Paradigm shifting because instead of having you being at a place of fear about losing your home, getting you to a place of excitement about keeping your home while supporting a company/companies doing good, and make a potential windfall.
- Also paradigm shifting and contrarian because we're saying the American Dream is actually the American Nightmare for seniors and mortgages are one of the #1 things putting them at risk of never retiring.



How does it stand up to our virality checklist?

Provable

- Tons of proof, Harvard Data, articles, studies, press, etc.



Does the Hidden Idea stand up to our virality checklist?

YES!



Not sure if your idea is viral?

Take your Hidden Idea and go explain it to 5 different people. Not other copywriters or marketers, but friends and family. Maybe a stranger at a bar. See how they react to it. Does it seem like they are responding in ways consistent with our Viral checklist we've now discussed.

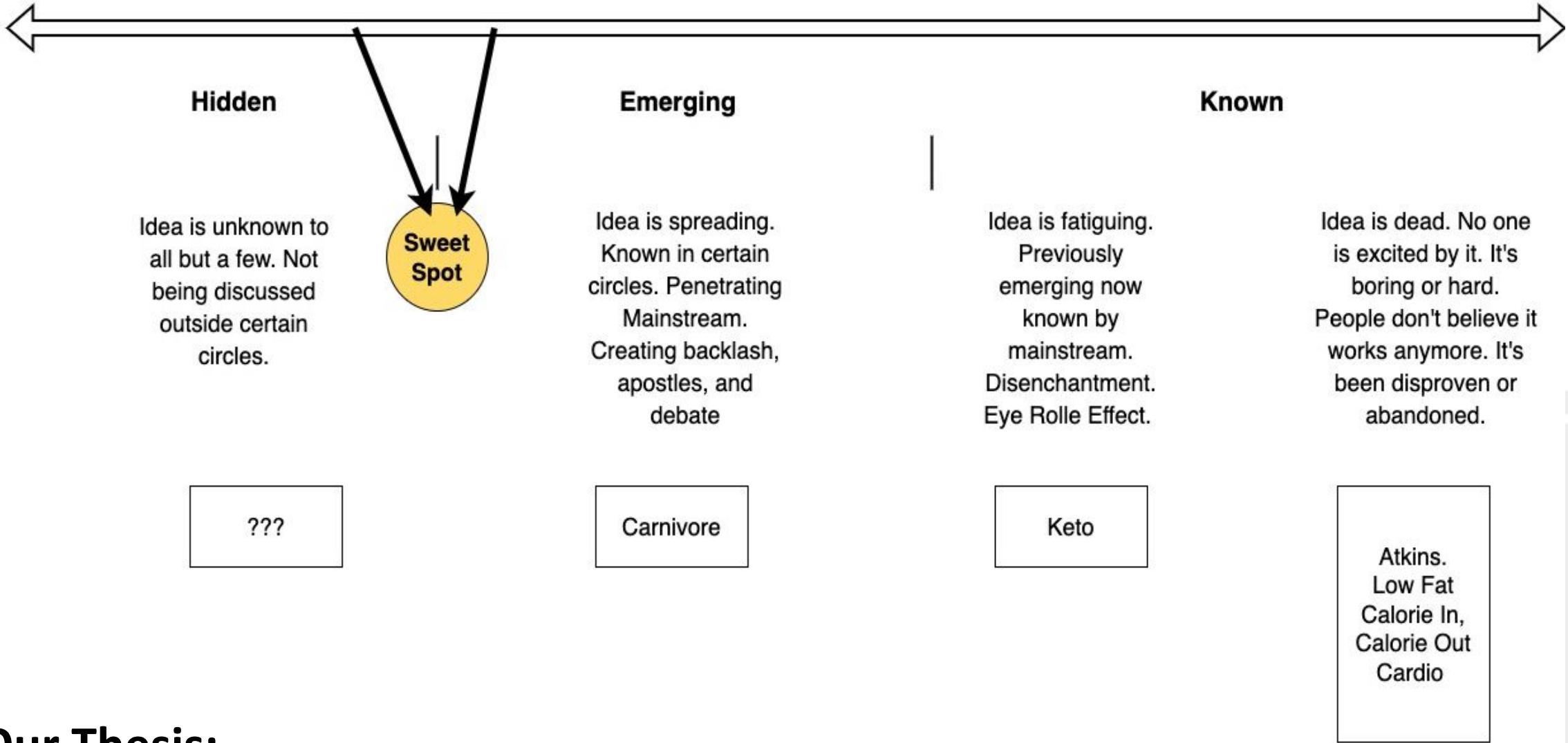


Part IV. Deciding If You Have a Sweet Spot Idea

If your top ranked Hidden Idea appears to have a strong degree of momentum AND virality, you can move forward with it.

If it doesn't, or you have several very exciting Hidden Ideas and can't decide which one you like best, run your additional Hidden Ideas through the Momentum and Virality test, and choose the hidden idea that seems to have the most organic momentum + checks off the most boxes when it comes to virality.





Our Thesis:

The ***sweet spot*** is when you find ideas that are primed to make the leap from hidden to emerging.

Part V. Making Your Sweet Spot Idea Even More Compelling

Okay so you've got your idea, but how do you make it even better and more compelling? How do you create a narrative of unstoppable viral momentum? Something you can use as your Big Idea going forward?



- 1. Expand.** Write out your current Sweet Spot Idea and make an argument for why it has momentum.

- 2. Synthesize.** Strengthen the narrative around your Sweet Spot Idea by leveraging the credibility of Emerging or Known Ideas that are both related *AND* unrelated to your Hidden Idea .

- 3. Finalize.** Re-summarize as your Big Idea in a final, simplified way.

Example: Seniors not having enough money for retirement.



Sweet Spot Idea:

Expensive mortgages are putting an unprecedented number of seniors at risk of losing their homes, while creating a once-in-a-lifetime investment opportunity.



1. **Expand.** Write out your current Sweet Spot Idea and make an argument for why it has momentum.

Sweet Spot Idea:

Expensive mortgages are putting an unprecedented number of seniors at risk of losing their homes, while creating a once-in-a-lifetime investment opportunity.

Everyone from the AARP to Harvard is talking about it. More of the press is finally waking up to this crisis and data shows that in the coming decade it's only going to become worse.





2. Synthesize.

Expensive mortgages are putting an unprecedented number of seniors at risk of losing their homes, while creating a once-in-a-lifetime investment opportunity. Everyone from the AARP to Harvard is talking about it. More of the press is finally waking up to this crisis and data shows that in the coming decade it's only going to become worse. This comes as seniors are already having a harder time retiring due to poor investing or financial planning, phased out pensions, increased needs to support adult children, and not having enough money saved. All of these things are tipping what is called the Elder Index irreversibly to one side. Not only that, but while Covid-19 accelerated retirement for some of the "haves" those retirements may be temporary, as the great resignation and the great retirement are putting an unprecedented strain on our economy, and that's before you get to inflation. There's a ticking time bomb here. But also an unprecedented opportunity for investors.

3. **Finalize.** Re-summarize as your Big Idea in a simple way.

From American Dream to American Nightmare!

Why “Geriatric Mortgages” May Be About to Put 30 Million+ Seniors Out Onto The Street This Decade.

Plus, why investing in these three little-known companies working to stop the crisis before it explodes could lead to unprecedented returns...

And ensure your sunset years are DRIPPING with gold.



Congratulations, You Have Your Big Idea!



QUESTIONS?



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