Copy Accelerator Live Tampa

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

- Stefan Georgi's presentation consisted of him breaking down how to find breakthrough big ideas that significantly enhance your marketing.

- [Presentation slide deck](#)

Key Points

- Stefan begins his presentation with David Ogilvy's definition of 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.

- [Stefan shares a big idea he created for a Mike Tyson offer](#)

- In the above example, the big idea is that Mike Tyson always felt like a fat, scared, little kid rather than being intimidating.

- [Stefan shares another big idea example](#)

- In the above example, the big idea is that your joints are supposed to look like a flowing, clear river - but as you get older, they look like a dry, cracked wasteland.

- [Stefan shares a third big idea example](#)

- In the above example, the big idea the real issue to your bloated, swollen stomach is the concept of "hidden constipation."

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

- [Stefan provides an example of 3 main phases of an idea](#)

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

- [Here's a picture of the sweet spot](#)

- There are more hidden ideas than there are emerging or known ideas, which is why it's important to focus on hidden ideas.

- Emerging 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. These are ideas that are yet to be discovered or are only known to a handful of individuals. Since they haven't begun to penetrate the mainstream, there's significantly less resistance to them and they're harder to refute or disprove. They're also more exciting because people feel like they're on the cutting edge of innovation.

- **Part II. How Do You Find Hidden Ideas?**

- There are 7 stages to finding hidden ideas:

- Formulate
- Rephrase
- Search
- Modify
- Categorize
- Organize
- Rank

- **The first stage is we must formulate the problem we're trying to solve** - every idea solves a problem. For example, the idea of gravity came from the problem of not being able to mathematically explain why we don't float off into space.

- When listing out the problem(s) you're trying to solve, start in very broad terms. For example:

- 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

- **The second stage is to 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?

- **The third stage is to search for answers by looking at:**

- Google Search
- Google News
- NCBI

- Databases (Science Daily)
- Forums
- Podcasts
- YouTube

- **The fourth stage is to add simple modifiers to your search:**

- Surprising
- Breakthrough
- New discovery
- New research
- New data
- New finding
- Shocking
- Real reason
- Science behind

- It's important to note that for the third and fourth stages 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.

- **The fifth stage is to categorize - spend 30-60 minutes and list out every answer you find. For each one, categorize it as:**

- Hidden
- Emerging
- Known

- **The sixth stage is to organize:**

- Set anything that appears to be an emerging or known idea off to the side.

- **The seventh stage is to rank:**

- Rank your potential hidden ideas based on your gut reaction to how interesting or powerful they seem.

- **Stefan begins with the example of seniors not having enough money with retirement:**

- First, we formulate the problem we're trying to solve, which is seniors not having enough money for retirement.

- Second, we rephrase it as a "why" question: why do many seniors not have enough money for retirement?

- Third, we search for answers across Google.

- [Here's the first result Stefan found](#)

- Stefan finds this idea in the article: "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."

- Stefan's immediate thoughts are:

- See-Saw
- Tipped Scales
- No Equilibrium
- Disparity
- What are other examples of where things are disproportionate or out of balance?

- [After continuing to read the article, he found a concept called The Elder Index](#)

- He writes a headline idea after learning about the Elder Index and mortgage issues: "The Great American Homeownership Myth That's Crushing Senior Citizens"

- **This opens the possibility of creating multiple promos, such as:**

- 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...

- Or a financial promo around how the coming crisis with our seniors isn't about social security, but how they'll be losing their homes...

- Or how the next great housing crisis will start with evicted seniors...

- Or flip it as an opportunity and show how companies that are solving the senior housing crisis could yield a huge windfall if you invest in them. In fact, making these investments could ensure you stay in your house for decades to come.

- Stefan's next step is to Google the term "Senior Housing Crisis" and see if it's a big thing. He discovered multiple articles ranging from Reonomy, Forbes, New York Times, American Bar Association, and more confirming this is a big thing.

- Stefan unpacks a potential hidden idea he can 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."

- [Stefan uses a modifier and searches "new data seniors retirement" and finds an article](#)

- [Here's useful data from the article](#)

- Stefan uncovers 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"

- Stefan uncovers a third hidden idea by doing more research: "The Growing Retirement Wealth Gap (And How To Make Sure You're On The Winning Side)

- Now, it's time for the fifth step - to categorize hidden, emerging, and known ideas.

- [Here are hidden ideas he found](#)

- [Here are emerging ideas he found](#)

- [Here are known ideas he found](#)

- [Stefan discards his emerging and known ideas and ranks his hidden ideas](#)

- **Part III_A: How Do You Decide If A Hidden Idea Is In The "Sweet Spot?"**

- [Here's a picture of the sweet spot](#)

- There are two criteria for determing if your idea is in the sweet spot:

- The first is 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](#)

- 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](#)

- 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](#)

- [Here's what it looks like visually](#)

- 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.

- **As a recap...**

- The example was: seniors not having enough money for retirement.

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

- [Here's proof that it has organic momentum](#)

- This hidden idea appears to have the right amount of momentum. People, institutions, and the media are already talking about it, yet it's not all over the news or in people's minds yet. It feels like the first embers or sparks are in place and that with the right kindling this idea could catch fire.

- 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.

- [Here's a picture of the product adoption curve](#)

- People want to be pioneers/innovators/early adopters, but none of them really want to risk an arrow in the back. The risk of being an innovator is too great for most people to innovate.

- It's critical to create a picture of unstoppable momentum for your idea because people hate missing out and don't want to look foolish.

- People are also excited about new discoveries. There's a fundamental human curiosity.

- Lastly, people like looking smart and they like being able to share and tell others about a new discovery so they can 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?"**

- There second criteria for determing if your idea is in the sweet spot is 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:**

- 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

- [Confirming our hidden idea stands up to our virality checklist](#)

- If you're not sure if your idea is viral, 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?

- **Part IV. Deciding If You Have a Sweet Spot Idea**

- f 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.

- **Part V. Making Your Sweet Spot Idea Even More Compelling**

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

- [Here's an example of expanding](#)

- 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.

- [Here's an example of synthesizing](#)

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

- [Here's an example of finalizing](#)

- Congratulations, you have your big idea!