Ideating & Outlining A Project

Remember The Experience Model that we discussed in the Bachelors curriculum?

As a refresher, your brand and content revolve around your experiences:

- What you are curious about

- Your vision and goals for the future

- The lessons you've learned on your self-development path

- Talking about your current thoughts, ideas, theories, and beliefs (they will change!)

In essence, you are documenting certain aspects of your life on the internet in a valuable way. Leaders attract followers. You are a leader of your own life.

We also discussed creating processes from your ideas — step-by-step and actionable ways to accomplish a desired outcome. *These alone can be turned into products or modules of products, this course has 10+ processes that I've developed over time by improving myself and my business.*

The Non-Needy Networking process is one, The Godfather Offer is another, The Experience Model is a theory of mine, and there are others like The Epistemic Method for dissecting your ideas.

These come with **time** and **iteration**.

We will talk about speeding up this process in the next section, but for now understand one thing:

The Experience Model as a whole will help maintain your integrity.

Marketing and sales get a bad rap because it is easy to make a lot of money through manipulation and selling things that won't help people.

I've been in that camp. Following marketing and sales processes that seemed unethical, made me feel bad... but hey, money! Right?

Nope. That is one of my driving factors in creating this course. I want to bring the digital economy back to a place of trust, simplicity, clarity, and true value.

As you go through this section, keep the processes you've created — or potential processes — in the back of your head.

The Creative Breakthrough Process

It's not that you don't have a product you can sell, it's that you don't have clarity.

You can't fathom creating a product from the knowledge in your head because it isn't all accessible at once. There is only so much you can bring to the front of your mind in this very moment (hence the importance of noting, dissecting, and creating from ideas that pop into your head, this is a holistic approach).

This process is similar to learning a new skill, but is moreso for understanding the market and coming up with a product idea that will sell.

1) Immersion

The main reason you don't have a product or service idea is because you aren't immersed in the environment you plan to sell in. When agency owners, freelancers, and specifically copywriters start to craft a marketing strategy — they will spend months gathering data within the market they plan to sell in.

You should already have this part locked down. You should be reading, studying, and consuming content from your mentors and those you are emulating.

From the "Who Can You Help The Most?" section I talk about researching their products, funnels, and promotions to swipe and use as inspiration. This is important.

2) Ideation

As you are immersing yourself in the market, take note of potential ideas that come to your mind:

- What processes can you combine into a product?

- Do you have the knowledge or skill to replicate what is already selling from someone else? (Selling it under your brand is low hanging fruit).

Think about it, if I am big on productivity, and someone else is raking it in with a specific productivity system, why would I not sell the same thing under my brand?

Many people would opt for an affiliate link when they could just recreate it in a better way.

How many fitness personal brands sell their own preworkout, supplements, and training programs?

How many affiliate marketing accounts sell the same "how" under a different "why?" That is to say, how many people sell the same method under a different brand? Their personal brand and experiences are what set them apart from the crowd (another point for hitting all 3 pillars of social leverage!)

When in doubt, put your unique spin on what is already selling.

3) Construction

Once you have an idea for a product, you will outline it (just like you do your newsletters).

We will be discussing this more at the bottom of this section.

4) Discovery

Once you have an outline and all of your ideas out of your head, focus on idea generation.

This happens when the Default Mode Network of your brain is active.

The Default Mode Network comes into play when you are not engaged in work.

Your brain is just as active at "rest" as it is when you are concentrating hard on something.

David Ogilvy, the legendary copywriter, would brainstorm 10-15 imperfect headline ideas and then let them set for a few days. Like magic, and at the least expected time, his subconscious would much on the problem and bring the perfect headline idea to his conscious mind.

Here's how I would recommend spending your time after outlining your product idea:

- Go on a walk (Yes, I go on too many walks... for MANY reasons besides just walking)

- Go to the gym

- Meditate

- Lay out by the pool

- Get out in nature or go on a hike

- Clean your house and dance to music

- Optional: go out and have a few drinks with your friends

During this time, I would also recommend remaining immersed in the market. Listen to audiobooks and podcasts. Read books. Buy related courses. Read tweets, emails, and articles. Do anything and everything to find inspiration — then fill in your outline with your discoveries and findings.

This process also works for creative problem-solving.

Programmers know this best.

When you encounter a bug in your code that you can't immediately fix, the best option is to stop what you are doing and enjoy your life. Your subconscious will work on the problem and give you the perfect solution when the time is right.

For my spiritual folks out there — have faith and surrender to the process. No thought and mindfulness are big players here.

Work When It's Time To Work

Rest is a skill. I've found that working in hyper-focused 30-45 minute blocks makes it easier to commit to distractionless work.

Outside of those work blocks, I do my best to stay mindful and focus on everything except for work.

Outlining A Project

Fun fact: you can use this outline for your minimum viable offer.

1. If you don't feel ready to create a product yet:

2. There is a limiting belief that you should become aware of and work to bust through ;)

You can use it as an excuse to start building a curriculum for a future consulting offer or cohort

Your favorite books are drawn-out consulting offers.

Your favorite coaching offers are based on the curriculum of their low-ticket course.

We are not necessarily outlining your product here. We are outlining a marketing strategy for solving a burning problem relating to the money-making interest you chose earlier. (The amount of money you make is related to the quality — and quantity — of problems you solve)

Everything builds off of each other — but that's for later. Right now we are focused on outline and ideation.

Remember that all of this is a process of iteration.

If you don't have a product idea right now, that's fine. We are in the idea generation phase. We will be diving deeper into product creation in 2 modules from now.

Start a project outline relating to the money-making interest you chose.

Treat this as a potential offer. An offer can be used as a product or service.

>> The video below is Notion. <u>You can duplicate a simpler version of the product outline on Kortex here.</u>

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🕐 **14 min**

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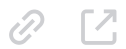
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Digital Economics

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