

Million Dollar Methods

November 2012

Step-by-Step Strategies for Coming Up with, and Applying BIG IDEAS In Your Business

Handout 2

What a "BIG Idea" does:

Polarize: really resonate with and attract certain target prospects at expense of really repelling and offending others. Magnetism requires sacrifice.

Make one the center of attention, the topic of conversation.

9 Places to Get Your Big Ideas:

<i>Unique/ Proprietary Technology. A Technological Breakthrough.</i>	<i>Unique Story</i>	<i>Combining</i>	<i>Price Strategy</i>	<i>An Attraction</i>
<i>Place Strategy</i>	<i>Theme</i>	<i>Special Events</i>	<i>"Attack Dog-ing"</i>	

Small group discussion ideas and notes: _____
