

# BIG IDEA Worksheet

If you want to be commoditized, sell the small idea (your product or service).

Otherwise, sell the BIG IDEA that your product or service enables. 54% of complex sales revenue comes from folks that use a 6-Stage Teaching Pitch and lead with the BIG IDEA.

Ultimately, people buy the transformation. Your product or service is the mechanism that transforms them from their current state to the BIG IDEA state. Speak to that BIG IDEA if you want more sales at higher margins.

OK, that's clear as mud. So, here are some examples:

## EXAMPLE 1: JUNK REMOVAL

**Product or Service:** We'll haul away your junk.

**BIG IDEA:** We effortlessly make room for your growing family.

**YouTube video:** <https://youtu.be/uR777li8X9o>

## EXAMPLE 2: WATERPROOF SPEAKER

**Product or Service:** We have a speaker that works when wet.

**BIG IDEA:** You become a spectacle of awesomeness that provides music in any situation.

**YouTube video (small idea):** <https://youtu.be/bTRy9Pvp1EU>

**YouTube video (BIG IDEA):** <https://youtu.be/YLrftVRhn-8>

## EXAMPLE 3: SCRAPBOOKING

**Product or Service:** We help you make scrapbooks from your mobile phone photos.

**BIG IDEA:** We'll make you an amazing mother that creates picture magazines of your children's lives with virtually no work on your part.

**YouTube video:** <https://youtu.be/mF2eKaOc3wo>

## EXAMPLE 4: FINANCIAL ADVISORY

**Product or Service:** We manage your money so you can make good investments based on a plan.

**BIG IDEA:** We give you control of your current and future life so you can continue to choose what's right for you.

**YouTube video (small idea):** <https://youtu.be/XUqZc2O489w>

**YouTube video (BIG IDEA):** <https://youtu.be/icDeK6Swwfs>

## FINDING YOUR BIG IDEA CAN BE HARD

So, we created this worksheet:

- So you can: Discover your BIG IDEA.
- So you can: Find the language to communicate your BIG IDEA.
- So you can: Communicate more effectively with prospects.
- So you can: Close more clients / customers.
- So you can: Be more selective in the clients you accept.
- So you can: Focus your time on higher value clients.
- So you can: Get paid more for working the same number of hours.
- So you can: Provide abundantly for your family while still having family time.

The BIG IDEA: We created this worksheet so you can attract the right clients to provide abundantly for your family while still having family time.

### SEE HOW THAT WORKS? NOW IT'S YOUR TURN.

Who is your ideal customer persona?

What life goals does your product or service enable them to do?

What product or service do you want to offer this person?

So they can:

**The BIG IDEA is:**

Does the BIG IDEA speak to the core values of your target persona?

**Yes**

**No**