

THE *Idea* BLUEPRINT



WORKSHEET

STEP # 1

The Idea Blueprint

This is an important step before you start a business because it forces you to think about the key drivers for the success of your idea.

The Headline - What is your idea called?

(Top tip - choose a name that captures the energy of your idea, one you will absolutely love to be saying, a lot!)

My idea is called...

What will your idea do?

My idea will...

Who is your idea for?

My idea is for...

What need does your idea meet for people?

(Top tip to help you identify the need, think of the person that you are creating the business for. What will get them saying to you, Yes- I have that problem. Help me!)

My need my idea meets is...

Who is your idea for?

My idea is for...

What need does your idea meet for people?

(Top tip to help you identify the need, think of the person that you are creating the business for. What will get them saying to you, Yes- I have that problem. Help me!)

My need my idea meets is...

How will it work? (in basic terms)

(Top tip - present how it works so clearly that even your worst critic, would be able to see how it meets a need.)

My idea works like this...

What benefits will people get from using it? Why is this idea so brilliant?

(Top tip - How will your idea change your user's life for the better - give it lots of energy when describing.)

The benefits my idea provides are...

STEP #2

The Star Customer

Trying to sell to everyone can leave you tired, frustrated, and empty - even though it sounds like a great idea. Follow this step to identify your superstar customers or clients. The ones you would love to wake up every day and help or work with.

Who are your superstar customers/clients?

The customers I would LOVE to serve everyday are...

What do they look like?

(Top tip- Create a mock up of your star customer. Make them real by giving them a name and describing their life. Are they successful? Do they have a family? Are they single?

My STAR customer is...

What are they passionate about?

My STAR customer is passionate about...

What are their goals, dreams, and desires?

Their goals, dreams and desires are...

STEP #3

The Results

This is not about a product or service you want to sell. Business is NOT about products and services. Business is about results. When you focus on the result, your price will never be a factor!

What challenges are your customers or clients facing?

The challenges they face are...

What results do you want to give your customers/clients?

The result I want to give them is...

What results are your customers/clients looking for?

The results I believe they're looking for is...

STEP #4

The Competition Landscape

When you're entering a new market, you need to know who the top players are, the ones that are just getting by, and those are already serving your customers, because someone is.

Who are the 3 companies that are the TOP of your industry?

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Which 3 companies are doing what you want to do or similar and are currently serving your customers?

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Who are your top 3 favourite companies in your industry?

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