

Momentum

Playbook 37

What's Your Big Idea?

By Maria Ross

Here's What's Inside!

There's No Place Like Home 3

You're Ready to Fly!. 3

Articulate Your Big Ideas 4

How to Get Your Ideas Out There 4

Your Assignment: Share Your Brilliance!. 6

One Last Thing... 7

Goodies and Inspiration. 8

Playbook 37:

What's Your Big Idea?

There's No Place Like Home

The Wizard of Oz was a classic film, wasn't it? As a child, I loved following young Dorothy on her adventure through this magical land as she picked up travel companions and faced every danger thrown at her by the Wicked Witch of the West.

Sidenote: Back then, we waited with baited breath for the movie to come out every year on network T.V. There was no On Demand viewing or even DVD's when I was a little girl. #DatingMyself

Dorothy hoped the Wizard would use his powers to send her back home to Kansas. But as it turned out, she had the power to go home within her all along. All she had to do was click her ruby slippers three times and repeat, "There's no place like home."

Even as a kid, I thought it was annoying that the Good Witch never told her this back at the start in Munchkinland. Rude.

The moral is an important one for you: You can search externally for what will boost your business and invest in tons of different ads and marketing opportunities.

But never forget that YOU are your own best content and promoter. Your brain and creativity are the Intellectual Property.

In this lesson, you're going to explore ways to share that brilliance with the world and help you shine as bright as those ruby slippers!

You're Ready to Fly!

You've spent a lot of time in MOMENTUM building your foundation. You've clarified your value, defined your ideal audience, determined the core benefits you offer. You've even decided how you want your brand to look, sound and act in the world.

You've come a long way, baby!

Many business owners don't take this time and end up sharing a disjointed message and irrelevant brand. That is often why their offerings fail to attract anyone, they never get speaking engagements and you don't see their writing showing up in the right publications.

But not you, MOMENTUM seeker! You've done the work and now you're finally ready to package things up and promote all your goodness.

Articulate Your Big Ideas

Remember way back when in Playbook 3 when you started documenting your soundbites? And remember back in Playbook 16 when you determined creative content ideas? It's time to pull those out again. Or work on them now. No judgment!

What big themes or topics emerged? What do you constantly find yourself talking about, writing about or teaching?

These are the seeds of the big ideas you can use to share your brilliance.

You want to develop your own marquee themes about which you can write, speak and teach.

Not sure how to articulate your Big Idea? Here's how to find some inspiration:

- **Browse [TED Talk](#) titles and descriptions.** This is a super valuable way to learn how others articulate their big ideas and frame key themes. Each speaker must submit an application that succinctly spells out their "Idea Worth Sharing."
- **Read your favorite thought leader's bio or byline.** Is there a columnist you respect, a speaker you admire? Check out their "official" bio online but also see if you can find an article they've written that includes their "byline." This is their little two to three sentence bio that is normally found under their name or at the end of the article. This may include some of their big themes, for example, [Seth Godin's](#) frequent byline: *He writes about the post-industrial revolution, the way ideas spread, marketing, quitting, leadership and most of all, changing everything.*
- **Review your favorite thought leader's book, course or offering titles:** Do you have a thought leader, blogger, personality you admire? See what they are naming their offerings or courses. This may give you fodder for how they've articulated their expertise. For example, brand and marketing expert Dorie Clark recently launched a course called [Recognized Expert](#). The name sums up her big idea quite well!

How to Get Your Ideas Out There

You've got your big, unique, expert idea. Or maybe a few of them! Now, how can you get it out there? Good news: there are several ways you can create your thought leader brand, without relying on a national morning show or magazine to ask for an interview. You can control some of how you build your thought leadership. And one side benefit is that a few of these can become alternate revenue streams for you!

Get on Stage: Write a very short presentation abstract about your big idea and find opportunities to do the same one in multiple talks or keynotes. For example, my speaker abstracts include *Branding Basics for Small Business* and *Reboot and Reframe*. Simon Sinek did a famous one over and over again based on his TED Talk, [Start With Why: How Great Leaders Inspire Action](#). Contact local Chamber of Commerce, Rotary Club or other professional organization in your area. You can also research applicable conferences that accept speaker submissions. If you are new to speaking, you may have to do a few for free so you can practice and also obtain footage for a professional speaker video. (We'll have more specifics on speaking success in our next Playbook.)

Run a Free Webinar: Create a compelling 45 to 60 minute webinar and invite everyone on your list, in your social media world and all prospects and clients. Not only is this a great way to showcase your expertise and story, it also serves as a wonderful lead magnet to build your list and add value to your community. Remember to leave time at the end for questions and engagement. You can also run a free teleseminar or [Zoom](#) call if that suits you better.

Launch a Course: Take what you know and launch a paid course on the topic. If you're listening to your ideal audience, as we've discussed in past Playbooks, and truly understand what they crave, you can map your talents with their needs. Create and market one on your own, or use online learning platforms such as [Udemy](#) or [Lynda](#).

A note on courses: Many service professionals, especially photographers, accountants, and consultants, think they can't possibly create a short course. Especially if they work on retainer, do custom projects or sell B2B. Absolutely untrue! You can package up a slice of your expertise for folks to taste. For example, Sur Bryce is a ridiculously amazing photographer who launched an [entire membership course](#) for other photographers to help them with both artistry and the business. Bookkeeper Andi Smiles launched a [How to Set Up Quickbooks Online](#) digital course for "non-accountants." And while I work on custom projects for both mid-sized companies and solopreneurs, [MOMENTUM](#) is how I share my expertise and advice with YOU! I also offer a digital course called [Brand Bootcamp](#).

Create a SlideShare Presentation: Build a creative and engaging presentation and post it on [SlideShare](#) to be found by those looking for your expertise area.

Pitch a Contributed Article..and Turn It Into an Ongoing Column: Take your big idea and, instead of simply posting it on your blog, pitch it to publications with larger followings, such as [The Huffington Post](#) or [Entrepreneur.com](#) (both these links take you directly to information on how to become a blogger for them.) Perhaps there are publications or website in your specific space that are relevant for you or your topic. For example, [The Elephant Journal](#) publishes articles about yoga, sustainability, politics and spirituality. [Life By Me](#) is another great one that wants articles that share meaningful experiences. If you want to simply get your articles out there, without a gatekeeper, you'll want to publish articles via [LinkedIn](#) or [Medium](#), both of which allow you to write an article and immediately post it live.

Your Assignment: Share Your Brilliance!

Articulate your three most compelling Big Ideas. What do you find yourself constantly talking about, writing about, or teaching? What are the common themes of your work?

1. _____
2. _____
3. _____

Pick one and describe your Big Idea in more detail. What can you teach? What will people learn from it? How will their work or lives improve?

You've been asked to speak at a local professional organization about your Big Idea! Can you come up with a creative title and a pithy abstract for the group to use to promote it? *If you need writing help, PLEASE post your description/thoughts on the Facebook page and I will review and help you!*

Identify three publications/websites that may have the perfect audience for an article on this topic:

1. _____
2. _____
3. _____

But wait, you're not quite done....

Please post your plans and ideas to share your brilliance (and add new revenue streams!) on the Facebook page by Friday.

Remember, we are here to encourage you and provide any feedback. If you're like me, often it's fellow collaborators that help me polish my ideas to a glossy sheen.

Again, I'm going to reward you all year long, so don't lose your MOMENTUM: Post it now and keep that train moving!

One Last Thing...

I've said this before, and I'll say it again: **Please do not discount the value of your expertise.**

What comes easy to you can be a revelation for others. You have an important message to share, so get out there and share it in a way that feels comfortable for you.

No, wait...

If your discomfort stems from insecurity, fear of public speaking or a hatred of writing, I invite you to push yourself beyond your comfort zone.

If you're more comfortable writing than speaking in public, work with a speaker coach and pitch some talks.

If you don't think you're a good teacher, just play with a short webinar or teleseminar and see how it feels.

If you're terrified to pitch and editor your great idea, I've got news for you: They'll either say yes or they'll say no. That's all that will happen. And I promise the sky won't fall as a result. If you're afraid they'll "laugh at you," I also have a newsflash: It's not about you, it's about what will delight their audience. And also, they are too damn busy to even think about you again if they turn down the piece.

Find some clever and creative ways to share your big ideas. Experiment. Take a chance. The more you do, the more you control how your brand is perceived and how many raving fans you attract.

You've got something valuable to offer. Let the world see your brilliant, beautiful wisdom, humor, and heart. You owe it to us!

Shine on,

Maria

Goodies and Inspiration

Here's a helpful blog post I wrote about [three ways to build your thought leader brand](#).

A little dated but a good primer on [how to create great SlideShares](#).

This great read by Dorie Clark: [Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It](#) (PS, I'll be giving one of these away in Kindle to a lucky winner who posts their work on the Facebook group!)

For fun: [This little light of mine...I'm gonna let it shine!](#)