

## ***Your Creative Concept***

### **A CREATIVE CONCEPT THAT HELPS OTHERS**

A Creative Concept That Helps Others is a creative concept or idea that will make it easy to spread your message to people in your target market.

A good Creative Concept does four things:

1. It offers something free to your target market.
2. It offers benefit(s) to prospective partners.
3. It offers a benefit to a larger community, beyond those who will ever become a customer.
4. It offers you a way to expand your community by reaching new prospects through partners.

When a Creative Concept does all of these things, and does them well, you have the formula for a bright and wonderful “SPARK!” that will ultimately lead to a thriving, committed community of people you are meant to serve.

When building your Creative Concept, you will want to state the following:

1. Your Target Market
2. Your Core Benefit
3. The Creative Concept Itself Contains The Offerings For Your Prospects and Partners
4. Who Else It Serves, aka “The Shout-It-From-The-Mountain-Top Concept”
5. What’s In It For...
  - o Your Target Market?
  - o Your Prospective Partners?
  - o The Larger Community?
  - o You?

### **EXAMPLE #1 – WORLDCHANGINGBUSINESS COMMUNITY AND STARTER KIT**

The WorldChangingBusiness Community and Starter Kit is a Creative Concept built over the Spark Your List framework. To experience it firsthand, go to [www.WorldChangingBusiness.com](http://www.WorldChangingBusiness.com) and sign up.

**Target Market:** WorldChangingBusiness serves conscious business owners looking for tangible suggestions on how to create a profitable, successful business that gives back.

**Core Benefit:** Our goal is to provide knowledge, experts, and tools that enable business owners to double their revenues, profits, and feeling of fulfillment in 12 months or less.

**Creative Concept:** One way we do this is by offering the WorldChangingBusiness Community And Starter Kit. This includes free monthly community calls that focus on values-based business-building. Most of these calls feature a guest expert who can speak directly to a specific method of business-building. The free offering also includes the WorldChangingBusiness Starter Kit, which is a 50+ page eBook that guides a business owner on the Eight Essentials of Enlightened Business Growth. These Eight Essentials, when applied, enable a small business to double their revenues and profits in 12-months or less.

**Who Else It Serves – “Shout-It-From-The-Mountain-Top Concept”:** At WorldChangingBusiness, we are committed to finding a way to help any business owner with access to a telephone line the tools they need to be successful in business. We don’t want to turn anyone away. The WorldChangingBusiness Community and Starter Kit is our way of making certain we never have to turn someone away because they can’t afford our services. Because the offering is free, we make it available to anyone who wants to build a successful business. And secondly, because the purpose of WorldChangingBusiness is to “help others make a difference in the world,” our approach to growing business supports the socially responsible idea of “doing great, while doing good.” Our methods of doing business encourage business owners to couple giving back with growing their profits. That way, a much larger audience can be served, well beyond those that attend WorldChangingBusiness events and programs.

**What’s in it for the WorldChangingBusiness Target Market?**

- The Starter Kit.
- The WorldChangingBusiness Community Calls.
- A way to double revenues, profits, and feeling of fulfillment.
- A path to creating a fulfilling business that is not only profitable, but gives back to the community in some way.

**What’s in it for prospective partners?**

- By inviting prospective partners to speak to the WorldChangingBusiness Community, they are receiving a tremendous opportunity to get in front of a pool of new prospects.
- It provides an opportunity to promote their goods and services to 8000+ people.
- It provides an opportunity to be seen as an expert, which helps build credibility.
- They receive an automatic endorsement to a group of new prospects from a person they already know and trust.

- The call will be recorded and they are given permission to do whatever they like with it.
- They are invited to promote one product or service at the end of the WorldChangingBusiness Community Call

### **What's in it for the larger community?**

- It is a free forum of valuable resources for anyone who wants it.
- The methods taught suggest that business owners give back.
- It spreads social responsibility and values-based business practices, which help the people and planet.

### **What's in it for WorldChangingBusiness?**

- It provides an easy, consistent way for WorldChangingBusiness to give an ongoing stay-in-touch experience to our audience of conscious business owners.
- It helps WorldChangingBusiness build credibility by associating with other wonderful experts.
- It allows WorldChangingBusiness to offer something to prospective partners who have much larger communities. This enables an initial step to partnering based on the concept of "giving first."
- It opens the door for Coco Fossland to go speak to partner communities and thereby expand the WorldChangingBusiness Community / mailing list.
- By inviting the guest speaker to send out an announcement to his or her community, it adds people to the WorldChangingBusiness list.
- It makes it easy to offer new content each month to the WorldChangingBusiness Community, as the new content is supplied by the partner, and thus the time required to provide ongoing value is very small relative to the benefits.

### **EXAMPLE #2 – TRUSTGIVERS.COM**

TOP SECRET!! In June, 2007, the Trust Leadership Institute will unveil a brand new core offering called Trust Givers.com. TrustGivers.com is an online membership providing a series of monthly tele-seminars, downloads, audio visualizations, and learning guides to help a person build self-trust.

**Target Market:** TrustGivers.com is for people who want to overcome fear and hesitancy in life, love, and business so they can break through and do one amazing thing that they would do if they could trust themselves completely.

**Core Benefit:** TrustGivers.com utilizes the Seven Catalyst of Trust to help people identify and follow through on the one thing they would do – in life, love, or business – if they trusted themselves completely.

**Creative Concept:** TrustGivers.com is sponsoring The “Choose Trust. Plant Trees.” Movement, whereby people are invited from all around the world to pledge one action of trust on the online “I Choose Trust” Blackboard. For every pledge made, TrustGivers will plant a tree. Of course, it costs nothing to make a pledge, and if they want to spread the word and help plant trees, we will plant up to 10,000 trees. As part of the movement, they will experience the inspiring “I Choose Trust” video where they will feel touch, moved, and inspired to “choose trust.” Participants in the Choose Trust Plant Trees Movement can opt to receive the “28-Day I Choose Trust Workbook and Audio Program.”

**Who Else It Serves / Shout-It-From-The-Mountain-Top Concept:** TrustGivers believes that when you take action based in self-trust that not only will you prosper, but so will the world around you. That’s why we’re rewarding you – and the planet – by planting a tree each time you proclaim an action based in trust.

### What’s in it for the TrustGivers target market?

- Immediate access to the workbook and audio program.
- The inspirational video.
- The opportunity to make a difference by helping plant trees.
- Full access to the TrustGivers.com community for just \$1 for the first month.

### What’s in it for prospective partners?

- In exchange for spreading the word on the Choose Trust Plant Trees movement, partners receive three ways to promote themselves:
  - They are listed on the TrustGivers website as a Platinum Partner. They can feature a 50-word description of their business offering and a link to their website.
  - They can opt to donate a gift for the TrustGivers Raffle. All partners who offer gifts will have an extended opportunity to feature their business and core offering on the TrustGivers Raffle Sponsors page of the TrustGivers website. This offers them another place to feature their business, plus they can provide a picture or logo with the link to their website.
  - They can donate a free eProduct to the TrustGivers Learning Library available to all TrustGivers Members. This gives the partner ongoing exposure to the TrustGivers audience, with a link back to their website, where their free eProduct is posted. This gives partners a direct opportunity to obtain opt-ins for their free eProduct.
- They feel good helping plant trees.
- It opens the door for them to interact with the TrustGivers community in a bigger way in the future.

### What’s in it for the extended community?

- The community benefits by having more trees! Countering the affects of global warming, CO2 emmissions and deforestation, a person can make a contribution by writing a new choice of trust each day and knwoing another tree will be planted on their behalf.
- The can spread the word about choosing trust and planting trees, which makes them feel good about themselves and empowered to make a difference.
- They can participate in the “I Choose Trust Blackboard.”
- They can be inspired by the “I Choose Trust” Video.

## ATTRIBUTES OF A GOOD CREATIVE CONCEPT

When building your own creative concept, there are ten attributes to make sure are included in your concept.

As you build your Creative Concept, rank your concept on a scale of 1-10 (1 being low or not existant, and 10 being high or off the charts). As you rank your concept according to these attributes, you will be able to see how to tweak your concept so that it becomes a truly irresistable idea that partners and prospects flock towards.

**1 – Creative** – As the term “Creative Concept” implies, there should be an element of creativity. There are lots of companies doing viral email campaigns that leverage a partner, but what’s going to allow your campaign to stand out so that it can really be exciting for partners to share and/or participate? What’s going to make prospects stop and pay attention?

**2 – Simple** – The concept has to be easy to explain. It needs to be so simple that your partner can hear it once and be able to easily explain it to others. The more simple the better.

**3 – Inspiring to You** – It taps into something you are excited to share with the world. It won’t feel like you’re marketing, if your concept is something that truly inspires you. It will instead feel like you are the champion of a message you feel must get out to the masses. It will feel like a message you want to shout from the mountain-tops!

**4 – Inspiring to Your Audience** - In this case, your audience is both partners and prospects. There needs to be some kind of obvious connection between your target market, your free offer, and what it’s doing for the community. This will ensure your audience feels inspired. And when your audience feels inspired they will take action. Action is the desired outcome. For partners, the outcome is to participate and spread the word. For prospects, the action is to sign up to be a part of your community.

**5 – Easy** - It should be easy for you, your partners, and new subscribers to participate. If it's an impossible administrative nightmare for you, or if you're asking your partners to spend a lot of time or energy, or if your prospects have to jump through hoops or wade through difficult technology, it's not going to be as successful as if it were easy!

**6 – Replicable** - Your Creative Concept is something to use over time, and therefore it should be replicable. It's something you commit to doing every week or every month for at least 12 months.

**7 – Excellent Partnering Starting Place** - The Creative Concept should be a simple easy "Yes!" for prospective partners who don't know you or barely know you. As such, it provides an excellent starting place to begin helping each other. It also becomes an easy invitation for anyone new you meet that you feel you might like to start an alliance of some kind. Your Creative Concept is an immediate offering to a new, prospective partner.

**8 – Focused On Giving** - It's tempting to be focused on all the new people you would like to add to your mailing list as you build your Creative Concept. However, the best ideas will come, and the most powerful alliances forges, when you're looking first and foremost at giving, serving, and helping your partners and prospects. Thus, your Creative Concept should feel more heavy on the giving than on the receiving, and this is a winning formula for creating irresistible attraction to your business.

**9 – Offers a Clear Foundation For Your Community** - Your Creative Concept becomes the focal point around which you build your community. It is the seed of all the content and ideas that you share with your community ongoing. When your Creative Concept offers a "clear foundation" it will immediately give you ideas of topics to share and ways to serve your community. It should help define what your community is and is not about. Also, when you have a "clear foundation," people will join your community because they feel a close affinity to it. They will feel a real sense of belonging, and therefore, it will be the reason why they opt-in.

**10 – Provides Ongoing Value** – In order to truly have a community, it's imperative that you serve them ongoing in some way. It might be that you provide your community an ongoing newsletter, blog, monthly/weekly free teleclass, recorded interviews, or some other value-added offering. Remember that the fourth step of the WorldChangingBusiness Marketing System asks that you stay in touch with prospects and customers ongoing. Through this ongoing communication, you continue to build trust, add value, and create new opportunities to work together. And while it's not required, you might see how you can work together with your partners to provide this ongoing value. This will make it both easier for you, as well as advantageous to your partners.

## YOUR CREATIVE CONCEPT

The objective of the next two weeks is to complete your Creative Concept. Work together with your Creative Team to help you do this. I will be joining you on your Creative Team calls next week to help you along. Before next week's Creative Team call, come prepared with a draft of your Creative Concept.

When building your Creative Concept, you will want to state the following:

1. Your Target Market
2. Your Core Benefit
3. The Creative Concept Itself
4. Who Else It Serves, aka "The Shout-It-From-The-Mountain-Top Concept"
5. What's In It For...
  - Your Target Market?
  - Your Prospective Partners?
  - The Larger Community?
  - You?
- Rate Your Creative Concept on a Scale of 1 To 10:
  - Is it creative?
  - Is it simple?
  - Is it inspiring to you?
  - Is it inspiring to your audience (partners and prospects)?
  - Is it easy for you, your partners, and your prospects?
  - Is it replicable?
  - Is it a great starting place with new partners?
  - Is it focused on giving?
  - Does it offer a "clear foundation" for your community?
  - Does it offer a way to provide ongoing value?