

Checklist for Change

CLARIFY THE IDEA

- Choose a name that describes what the idea is about.
- Describe the primary purpose-what it is for, how it works, the features.
- Identify the Value Proposition. What are the unique benefits offered?
- Identify the Pain Point. What problem is solved?

COMMUNICATE

- Choose images and colors that best convey the idea.
- Choose a song that conveys the idea.
- Think of a story that captures emotions. What inspired the idea?
- Make a Manifesto of the core values.
- Think of a slogan or tagline. Why do you want to solve the problem? What would you put on a tshirt?
- Create a compelling, convincing video or presentation to pitch the idea.

TEST ASSUMPTIONS

- Research to find statistics that support the need for the idea.
- Run surveys or focus groups to discover if there is really a need or desire.
- Test the effectiveness the branding you've developed for communicating the message.
- Choose the metrics you will use to measure success. What will success look like?

BUILD COMMUNITY

- Identify the target market or audience. Who are you serving and who will help? Where will you find them?
- Choose the channels you will use. How will you reach people? A blog, social media, videos, meetings, newsletters? Will you sell products that tie in: books, courses, tshirts?
- Develop tools to help spread the word and form groups to support the idea.
- Look for a group of energetic core leaders who can present ideas well. Gain input from early adopters and true believers. Put out a call to action to form a leadership team.

SUSTAINABILITY

- Decide on for profit or nonprofit status. Do you want to raise money?
- Identify the costs that will be involved. What resources will be needed to provide this?
- Identify sources of income to pay for costs. Will you sell tshirts or other products?
- Think of possible partnerships. Are there existing groups or organizations that could be a good fit? What are the benefits of connecting with them?
- Research the competition. Who are they, and what are their strengths & weaknesses?

LAUNCH-Build a launch around an event, a manifesto, a video, or a webinar.