

CHANGE OUTLINE
What change do you want to make?

CLARIFY THE IDEA			
Name	Primary Purpose	Value Proposition	Pain Point
	What is it for, how does it work?	What are the unique benefits offered?	What problem is solved? How?
COMMUNICATE			
Images/Colors/Song	Story	Manifesto	Slogan/tagline
	What inspired the idea?	What are the core values?	Why do you want to solve the problem?
TEST ASSUMPTIONS			
Statistics	Ask with surveys, focus groups. Is there really a need or want?	Does the brand effectively communicate the message?	Metrics How will you measure success?
BUILD COMMUNITY			
Target Market	Channels	Tools	Core Leadership
Who are you serving? Demographics: Male/Female/Married/Single/ Ages/Geographic/Employment	How will you reach the Target Market? Website? Social Networks? Newsletter? Email? Advertising?	What can you create to make it easy to share?	Who will help?
SUSTAINABILITY			
For Profit/Nonprofit	Income	Costs	Partnerships
What resources will be needed to provide this?	Will you make money? How will it be priced? Will the market pay this?	What costs are involved?	Are there benefits of connecting with others? If so, who are potential partners?
COMPETITION	Strengths	Weaknesses	LAUNCH
Is there competition? If so, who are they?			Will you build a launch around an event, manifesto, or video?
TOOLS for Change Toolkit at www.dailyplanit.com/connect/change-toolkit/			