

The **BIG Idea Adventure**[™] is a registered trademark of Bishop Information Group Inc. For more information contact Bishop Information Group Inc., 191 Church St., Lower Level, Toronto, Ontario, M5B 1Y7, Phone: 416.364.8770 or Toll-Free 1.866.462.4446 Fax: 416.364.8812 E-mail: info@biginc.com www.biginc.com BIG Ideas that work



Bishop_Information Group Inc.

BIG Idea [MODEL]

How to develop **BIG Ideas** to grow your business



BISHOP INFORMATION GROUP INC.

is a *BIG Idea* company. We help business owners develop *BIG Ideas* to grow their business.

We have a program called **The BIG Idea Adventure**.

The program will help you:

- Develop a *BIG Idea* to grow your business;
- Employ professional packaging techniques to make more money; and
- Use proven marketing techniques to attract more high quality customers

The program starts with the creation of your *BIG Idea*: something new, different, and better that will help you stand out in your marketplace, and turn more high-quality prospects into profitable customers. Without a *BIG Idea*, you could waste a lot of time and money on marketing tools and activities that won't work because you're trying to promote an old idea that does not interest your prospects.

To help the members of our program develop and package their *BIG Idea*, we use a special process called **The Relationship-First Formula**. We developed this process based

on our experience working with thousands of businesses over the past 20 years.

The Relationship-First Formula enhances your creativity because it enables you to break out of **The Product-First Trap**. When you fall into this trap, you define your business by the products and services you sell, or the profession you are in. This product-centric mindset stifles your creativity because you don't allow yourself to think outside the narrow parameters of your product/service category or your profession. Caught in this trap, it's almost

“A *BIG Idea* is something new, different, and better that will help you stand out in your marketplace, and turn more high-quality prospects into profitable customers.”

impossible to think of new ways you could help your customers, and make more money.

When you use the *Relationship-First Formula*, the mission of your business is to help your customers achieve their goals in whatever way you can, either directly or through the assistance of others. You are no longer focused on selling them a specific product or service. You are just trying to help. With this attitude, it is much easier to see the world through the eyes of your customers, and it becomes remarkably easy to come up with a *BIG Idea*: something new, different, and better you can offer your customers that they can't find anywhere else.

The Six *BIG Steps*

The *Relationship-First Formula* is comprised of six steps to help you develop your *BIG Idea*. They are:

1. *Your #1 Customer Type*
2. *Your Transformation Model*
3. *Your Value Components*
4. *The Bigger Box*
5. *The *BIG Idea* Packager*
6. *The *BIG Idea* Filter*

Let's look at each of these steps in more detail.

1. Your #1 Customer Type: To develop a *BIG Idea*, it is necessary to focus on one type of customer at a time, starting with your *#1 Customer Type*. This is the type of customer you like working with more than

any other. For example, you might pick “Dog Catchers” or “Engineers” as your *#1 Customer Type*.

By selecting your *#1 Customer Type*, you are able to focus more specifically on their unique needs, wants, and desires. You can become an expert about what they need that is not being currently provided by your industry. This insight increases your ability to come up with a *BIG Idea*.

2. Your Transformation Model: Instead of selling products and service, the mission of a relationship-first company is to help its customers make a positive transformation in their business or personal circumstances. By viewing this transformation as the real value provided by your company, it becomes much easier to develop a *BIG Idea*.

To articulate the transformation provided by your company, you begin by defining the typical out-of-shape condition of your prospects before they start working with you. It is similar to the way people are out of shape—overweight, weak, and tired—when they first join a fitness club. Then you define the ideal condition your customers will experience after they have worked with you; similar to the way people are in shape—slim, strong, energized—after they have worked out at the fitness club for a period of time.

By writing down these two extremes—out-of-shape and in-shape—you are able to see the value of the transformation you

help your customers achieve. This new perspective gives you lots of *BIG Ideas* of new ways to help your customers.

3. Your Value Components: The third step is to think of new ways you can help your customers achieve your transformation. We call these *Value Components*.

We use the word “components” because they are individual products, services, and tools that can be packaged in different combinations, depending on the requirements of your customers.

These *Value Components* include all of your existing products and services, plus solutions for problems that were not previously offered by your company or industry. These new *Value Components* are the seeds of your new *BIG Idea*.

4. The Bigger Box: To get excited about your new *BIG Idea*, you need to see that you can make more money by charging your customers higher prices. But many business owners can’t imagine their customers paying a lot more for their products and services. So they get stuck at the typical price-point in their industry, and never figure out how to charge more.

To increase your prices, start by building *The Bigger Box*. Draw a large box on a piece of paper. Then think of a high selling price that would get you really excited, and write that dollar amount on the box. Then start putting *Value Components* into the box, until you feel the contents justify the price. Now ask yourself: If you were talking to the right people, would some of your prospects

pay your new high asking price for the contents of the box? Of course they would. They would probably think it is a bargain.

5. The BIG Idea Packager: To grab the attention of your prospects, your *BIG Idea* must be easy to explain and easy to remember. That’s why you need a catchy name and definitive statement for your *BIG Idea*. For example, the name of our program is *The BIG Idea Adventure*. Our definitive statement is: It helps you develop *BIG Ideas* to grow your business. This packaging of our program makes it easy to explain and remember.

The name and definitive statement of your *BIG Idea* should clearly explain the value to be received, and also be open-ended so people will ask for more information. You can also incorporate a theme (such as our adventure theme) so your story conjures up a pleasing, inspiring, or interesting image in your prospect’s mind.

6. The BIG Idea Filter: When you have completed the previous five steps, you have a “working” *BIG Idea*. It is now important to make sure that your idea is a good one. All too often, business owners get an idea and run off immediately to implement it, only to find later that their impetuosity cost them a lot of money on an impractical idea. That is why we created *The BIG Idea Filter*: for you to test drive your *BIG Idea* by running it through these eight filters.

1. Your *BIG Idea* must be NEW: It has to be something that no one has ever seen before.

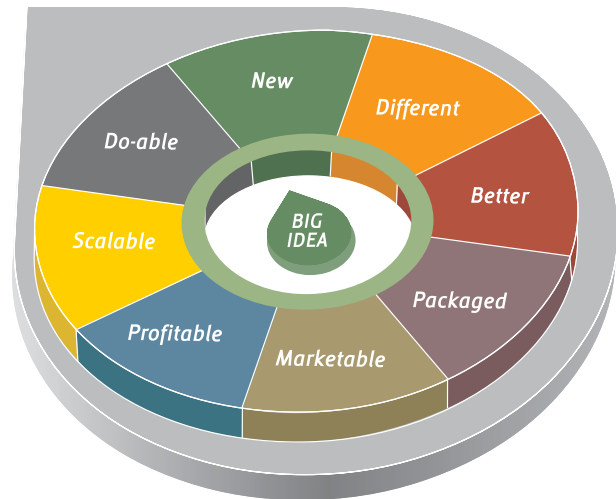
2. Your *BIG Idea* must be DIFFERENT: It must

“The BIG Idea Filter helps you test drive your idea by running it through eight filters.”

- 2. Your *BIG Idea* must be DIFFERENT:** It must be significantly different than anything anyone else is doing. Not just a little different, a lot different.
- 3. It must be BETTER:** Your idea must work better than the solutions currently on the market.
- 4. It must be PACKAGED:** Your idea must be easy to explain, understand, and remember.
- 5. It must be MARKETABLE:** It must be easy to reach your prospects with your *BIG Idea*.
- 6. It must be PROFITABLE:** You must be able to make a high profit margin delivering your *BIG Idea*. The profit margin must be sustainable and not vulnerable to competition or commoditization.
- 7. It must be SCALABLE:** Your idea must have the potential to grow BIG without your direct involvement.
- 8. It must be DO-ABLE:** You must have the ability to make your *BIG Idea* a reality.

If your *BIG Idea* meets all these criteria, it has a good chance of success. If it doesn't meet even one of these criteria, stop. Either change it, or move on to another *BIG Idea*.

Implementing Your BIG Idea: We have designed our business to help business owners and entrepreneurs develop a *BIG Idea* and make it a reality. We have developed a full suite of tools and capabilities to get your *BIG Idea* up and running. In addition to coaching sessions provided to members of *The BIG Idea Adventure*, we provide writing, design,



// THE BIG IDEA FILTER

web-site production, printing, and promotional services.

How To Get Started • The BIG Idea Outfitter

If you want to create a new *BIG Idea* for your business, we offer a free, no-obligation coaching session called *The BIG Idea Outfitter*. In 90-minutes you will develop a *BIG Idea* to grow your business. If you so desire, you can then join *The BIG Idea Adventure*, offered in both group workshop and private coaching formats.

If you would like to get the attention of your best prospects, get more high-quality customers, and make a lot more money, call today to book your *BIG Idea Outfitter*.



Bishop Information Group Inc.

www.biginc.com