

Problem:

Solution:

(Arrived at by the end of the process below)

- 1. Brainstorm ideas for solutions to the problem** (do not edit during this process!)

- 2. Brainstorm products, services and/or events that meet the solution**

- 3. Choose one central idea to work on** (for example, your solution may be a service that has auxiliary products and events associated with it.)

- 4. Clarify the target audience**

- 5. Brainstorm packaging and presentation of solution**
 - a. Brainstorm media** (remember, no editing at this stage) (print, television, internet, event, giveaways, experience, etc, etc.)

 - b. Brainstorm spokespeople** (if any)

- 6. Narrow down packaging and presentation**