

Brainstorming assignment

Problem: Not creating any money for my client

Brainstorming session:

1. Reverse thinking-What would I need to do in order to NOT make my client money:

- a) Be a lazy, stupid guy that is afraid of taking action and not biting the bullet
- b) Build him a social media that doesn't connect with a target market, don't do a market research/top player analysis deeply and don't use AI to fully understand your target audience and don't work on strategie you are planning to execute, or build a social media presence that doesn't match target audiences' desires and builds authority
- c) Not make him a quiz page to try and convert cold traffic into leads, or make it but let it be low-engaging, boring, not connected to the product, website and social media, also give fake information about it and if you get emails do not even try to write compelling ones that will build authority and crank the pain/desire
- d) Not make a website where I could sell products and don't connect it to social media and quiz page, don't make a whole funnel about it, or make a website that doesn't is unclear, low-engaging, unfunctional

2. Roleplay-What would Elon Musk do if he was in my situation

- a) He would bite the bullet and do the necessary work in less then a month, he would go through all the process as detailed as possible, using all the available resources just to generate revenue for his client, all the time he has he would spend on this project, and even if he failed which could be a situation since the market is relatively new/untested/with not many top players, he would do anything he can, he would revise everything (market,products,strategie) until he got it all sorted out perfectly

Dreamer, realist, critic

Dreamer:

What we should do is to build a whole funnel, from scratch, so build a social media presence, after doing a complete market research/top player analysis/creating avatar/gathering as much information as possible, that will target certain audience, cold traffic, that should, by the quiz funnel, be converted into leads. From then on, a lot of emails should be sent, to build authority, send free value, amplify desires/pains, and after all that we should create a website that should be selling all the available products we have, it should all be perfectly connected, functionable and this way a lot of people should buy the products that we lack on at this point and we should buy more, also we should pay professionals to create us both, quiz funnel and a website, also we should start paying ads as soon as possible to immediately connect with people

Realist:

The funnel should be built from scratch since there is no other option but here, instead of paying for professionals and doing everything as fast as possible we should slow down a little bit. Why? Firstly, we don't have necessary financial resources to pay for professionals, and also at this moment we don't have that much time to accomplish everything in one month, plus we don't have more than 1 man working on this so there is no team that can be divided into multiple groups for different tasks. So I recommend building a whole funnel as mentioned but with enough time to do everything properly, also AI can help a lot in this process so we must use it.

Critic:

Since there are no testimonials, also no sold products before, no sales accomplished, and no work put on social media, we must actually create everything from scratch which is a good idea, but we have to be aware that, since this market is new relatively, we have to consider and assume some things and test them out and see the results accomplished, refine everything, make new strategies until everything is set up perfectly and until we start making some major sales, also we should later on include external tactics to generate even greater results and sell more, consider cross sales, upsales etc. Also list some of the possible unknowns that we might run into and start learning some more about the funnel creation and website creation along the way of building social media content that should be the focus at this point.