

Creativity assignment

Objective:

warm outreach to 3 local businesses

Brainstorming Strategies

1. reverse thinking

- How can I look like an amateur?
 - Dress and look awful.
 - Have no offer.
 - Talk about myself only.
- How I won't find local businesses?
 - Not researching on google.
 - Not researching on social media.
 - Not researching in my area.
 - Not asking my parents if they know some.

2. Disney process

- Dreamers
 - Let's outreach to 3 local businesses.
 - I'll identify and help them with their marketing problems.
 - Everything will work fine.
 - I'll get a testimonial.
- Realists
 - Ask my parents for businesses they personally know.
 - Do my own research.
 - Craft an outreach email or go personally straight away.
 - Look good - nice clothes, hair etc.
 - Create an offer.
 - Follow the rest of the instructions in the local business outreach course.
- Critics
 - They might think I'm too young.
 - That I don't know what I'm talking about / might not trust me.
 - They may have already covered their marketing.

3. Action

Start following the steps in the 'Realist' category.