

CREATIVITY ASSIGNMENT

Problem or Project: Finish creating my referral marketing masterclass for interior designers that has now turned into “11 Strategies For Designers To Transform Past And Future Clients Into A Continuous Stream Of Ready-To-Buy Customers” and ensuring it is effective and actually useful for people. (Possibly to be used as a lead magnet in the future)

Free-flowing word association for this info product:

- Easy
- Simple
- Affiliate
- Referral Marketing
- Effective
- Bold
- Cost-effective
- Utilise
- Leverage
- Take-advantage
- Time-costly
- Useful
- Strategic
- Implementation
- Categories
- Levels of difficulty
- Network
- Social
- Continuous
- Stress-free

Roleplaying:

Let's imagine I am an interior designer and I struggle with normal marketing - I wake up and shower. Go grab my coffee I try to set off my creative thinking to imagine the best colour coordination for my client. However,. I am struggling to think straight as I have no idea where my next client will come from. I don't have enough money to hire an agency and I have no time to learn digital marketing myself. I need an easier quicker option. Some way I can just get clients without worrying about all the technical sides of getting my business out there. As I sip my coffee I wonder “How can I quickly and continuously get more clients in a fashion that doesn't involve all this online stuff?” Then it struck me that maybe this network of business owners around my industry and my past clients know people who are wanting my services. There has to be someone who recently got a new home or is looking for an upgrade.

Let's imagine I was performing this before the online age and its effectiveness - It is 1925. I sit down after tea and start thinking to myself what I could do to quickly and effectively get myself a new client. I don't have any business lined up and I don't want to advertise myself in the newspaper. Who could I possibly know that needs my services? Then it struck me. It isn't always about who you know, it is about who others know. I can send out nice tailored handheld letters to past clients asking them about their satisfaction and if they know anyone that could benefit from me to send them my way. This allows me to cost-effectively get clients by leveraging other people's networks.

Reverse Thinking:

If I wanted to make this info product as bad as possible what would I do?

I would ensure that the text I have written is as boring as possible. The first line, headlines, category titles, paragraphs everything would be a snooze fest that would make readers click away. I would make sure that it is ugly to look at especially as interior designers have a keen eye for designers it would have to be absolutely ugly for it to be bad. I would include ineffective information that does not help interior designers at all, only makes it worse for them and wastes their time. I would give them ideas that aren't even possible to implement or they are just plain stupid that won't work. I would write in a way that is insulting and makes them sound dumb. I would make sure my tone is boring, rude, unexciting and just weird. I would give way too much information that the person does not even want to read or give them bare to none information so that they get no sue out of it at all.