

Elements of a Big Idea

One Great Idea (not a mix of mediocre ones) aka “Rule of One”

Big believable promise of transformation, results, outcome

Unique: Original, Unexpected, Different from what the prospect has seen before. New. Pattern Interrupt. Seemingly incongruent.

Specific: Concrete, tangible

Arresting/Startling: Shock them out of complacency

Easy to Grasp: Instant appeal. Avoid the curse of knowledge. Simplicity encourages belief.

Big Ideas should generate a huge supply of supporting “fascinations”

Big Ideas should validate and fascinate

Big Ideas are infused with powerful, believable and unique proof – usually social proof, authority, and or a track record...

Big Ideas often reveal a new “mechanism” to achieving promised result...

A Big Idea almost “vibrates” or “glows” when you see it...you’ll instantly feel it in your gut... it should trigger the proverbial “lightbulb going on your brain” when you see it, and should generate the same effect when you pitch it to others...

Big Ideas don't necessary have to be about something Big in the world, but it must be about something Big in the reader's life...

The best Big Ideas are often seemingly obvious or simplistic

You should be able to pitch the basics of your Big Idea in 2-3 sentences

Big Ideas exist in a context and in a place in time and space. Don’t steal!

Big Idea Formulas

E.C. (P.P. + U.M.) + I.I. = B.I.

E.C. = Emotionally Compelling?

P.P. = Primary Promise what is the outcome and transformation from product?

U.M. = Unique Mechanism... provides the hope they will get this transformation from product?

I.I. = Intellectually Interesting... feeling of discovery... "Ah-Ha!" moment... newsworthy, something they'll share with other people?

S.E.E.M.S.

Strange? Exciting? Emotional? Massive? Simplified?

Bencivenga Equation:

1. Does this address an urgent problem or desire?
2. Does it make a promise of a uniquely superior solution?
3. Does it prove to me beyond a shadow of doubt why the solution is uniquely superior?
4. Does it make it irresistible for me to try it?

Ogilvy Meter:

1. Did it make me gasp when I first saw it?
2. Do I wish I had thought of it myself?
3. Is it unique?
4. Does it fit the marketing strategy to perfection?
5. Could it be used for 30 years?

##

What started out like this...

**“Jim Rickards Introduces New
Options Trading Strategy to Take
Advantage of Currency Fluctuations”**

Became BIG like this....

INTRODUCING...

JIM RICKARDS'

IMPACT SYSTEM

It's the only way we've ever found that could have allowed you to profit
an extraordinary 1,246% (or more) from currency wars... using the
same secrets developed for the CIA to predict terrorist attacks.

Hi. This is Peter Coyne.

I'm the managing editor of the *Daily Reckoning* and *Jim Rickards' Strategic Intelligence*.

In less than 30 seconds, I am going to introduce you to IMPACT investing... and I promise your life will not be the same afterward.

IMPACT is a new proprietary strategy designed by Jim Rickards to give you the opportunity for extraordinary 1,000% gains (or more) from the ongoing currency wars — in a safer way than how most people invest in stocks.

- ✓ Imagine making 530% in less than eight months from a major move of the U.S. dollar...
- ✓ Or making 848% in less than seven months from the euro...
- ✓ Or making an incredible 2,196% in 10 days from the Swiss franc...

First... it's important that you understand this really may be the ONLY time you ever get an opportunity to witness

Ordinary Idea:

Buying put and call options.

Extraordinary Idea:

Jim Rickards (authority figure)

Introduces New Proprietary Trading System Named
IMPACT (new)

Profit 1,248% (big specific promise)

From Currency Wars (big urgent thing in their
world/urgency)

Using the same secrets developed for the CIA to
predict terrorist attacks (Unique Mechanism, plus
social proof/authority/track-record/strange!)

Safer than how most people invest in stocks
(secondary promise)

Seemingly incongruent: Making money... from
currency wars?

What started out like this...

**"You Too Can Make Steady,
Dependable Returns Investing in
Blue Chip Stocks..."**

Became BIG like this....



Americans Now *Legally* “Piggybacking”
"Canadian Social Security"

... And Collecting Extra Monthly Checks
From \$400 to \$4,700

“It paid for a new roof on our house... and I can honestly say I live comfortably, without any debt hanging around!”

~ Ellis P. from Seattle, Washington

Dear Reader,

I recently heard some fascinating claims about a potential loophole in the Canada Pension Plan...

Ordinary Idea:

Buying blue chip dividend stocks to collect dividends.

Extraordinary Idea:

Other Americans (testimonials/social proof)

Now “Legally Piggybacking” (Unique Mechanism/strange/urgent)

The exact same stocks as the Canadian Pension Program (social proof, authority)

Collecting checks \$400 - \$4,700 per month (big specific promise)

Powerful Metaphor...Like “Social Security”

Seemingly Incongruent: Americans... collecting *Canadian* social security checks?

What started out like this...

"How To Make Income Selling Naked Put Options"

Became BIG like this....

LIVE

FROM THE STREETS OF BALTIMORE,
OUR OUTRAGEOUS SOCIAL INCOME EXPERIMENT:

**WATCH AS WE SHOW
THREE COMPLETE STRANGERS
HOW TO INSTANTLY GENERATE
\$127 CASH IN UNDER THREE MINUTES**

- ✓ Without ever trading a single share of stock.
- ✓ Without buying an option.
- ✓ And without ever touching a mutual fund.



Ordinary Idea:

Selling naked puts for income.

Extraordinary Idea:

Live Demonstration (powerful proof!)

Live from the streets of Baltimore (specific)

Outrageous social experiment (authority)

Three Complete Strangers (social proof)

How To Instantly Generate Cash... Without Stocks,
Buying Options or Mutual Funds (Unique
Mechanism)

\$123 Cash In 3 Minutes (specific promise of speed)

Seemingly Incongruent: Making *instant* cash
....*without* touching stocks/etc.?

##

Ordinary Idea Template

What is the product?

Who is the editor or personality behind the offer?

What is the actual investment(s) or strategy, and/or premium set?

What is the broadest category you can compare this opportunity?

Extraordinary Idea Template

What is the most compelling thing about the editor/personality that conveys instant credibility?

Who else has used this investment/strategy, or a similar related situation, that you can use for instant credibility?

What is your most compelling historical proof this investment/strategy will make a lot of money, fast?

What is the most extreme but believable moneymaking promise can you make?

Why do does the reader need to act now? Is there a catalyst you can find with real dates? What urgent problem does your offer solve?

Can you create a powerful, tangible or visual metaphor (or name) to describe this opportunity?

What makes this different from any other offers in the related broad category?

What is the most compelling product feature (or reason why) the promised outcome is near inevitable, and can you invent a name for this mechanism?

Example #1:

Eccentric Millionaire Reveals

His Secret \$1.8 Million Cryptocurrency

Script

What is the product?

The Altucher Report (front-end)

Who is the editor or personality behind the offer?

James Altucher

What is the actual investment(s) or strategy, and/or premium set?

A master class to learn how to invest in crypto-currencies, recommendations on a handful to buy, and a book.

What is the broadest category you can compare this opportunity to?

Bitocin / Crypto-currencies

What is the most compelling thing about the editor/personality that conveys instant credibility?

James really has personally made \$1.8 million in crypto-currencies in only 18 months...

Who else has used this investment/strategy, or a similar related situation, that you can use for instant credibility?

James' personal story is most compelling, but there are dozens of examples online of others who have made money in crypto-currencies.

What is your most compelling historical proof this investment/strategy will make a lot of money, fast?

There are dozens of examples of crypto-currencies paying off 100%, 1,000% even more, including Bitcoin itself.

What is the most extreme but believable money making promise can you make?

You can turn \$100 into \$57,000...

Why do does the reader need to act now? Is there a catalyst you can find with real dates? What urgent problem does your offer solve?

Amazon.com could soon start accepting crypto-currencies, which will explode the prices of many of these digital currencies. This could be announced one of Amazon's quarterly announcements.

There are no other "master-classes" online on how to invest in crypto-currencies taught by people who've actually made money doing it.

Can you create a powerful, tangible or visual metaphor (or name) to describe this opportunity?

As a "script" to follow...

What makes this different than any other offers in the related broad category?

This is the only masterclass online from a crypto guru.

What is the most compelling product feature (or reason why) the promised outcome is near inevitable, and can you invent a name for this mechanism?

All technological breakthroughs follow a 3-stage pattern... cryptocurrencies are no different which is why they will eventually get widespread acceptance and the price of them will have to rise.

Example #2:

Introducing Jim Rickards'

IMPACT System

What is the product?

Currency War Alert (back-end)

Who is the editor or personality behind the offer?

Jim Rickards

What is the actual investment(s) or strategy, and/or premium set?

Buying puts and calls on securities and ETFs that move based on currency manipulations...

What is the broadest category you can compare this opportunity to?

Currency trading / Forex

What is the most compelling thing about the editor/personality that conveys instant credibility?

Jim used to work for the CIA and developed techniques there to predict currency wars.

Who else has used this investment/strategy, or a similar related situation, that you can use for instant credibility?

The CIA...

What is your most compelling historical proof this investment/strategy will make a lot of money, fast?

We can back-test many situations where you could have made 1000% or more by buying the right puts and calls at the right time of securities that have connections to currency manipulations.

What is the most extreme but believable money making promise can you make?

You can make 1000% or more from currency wars....

Why do does the reader need to act now? Is there a catalyst you can find with real dates? What urgent problem does your offer solve?

Thanks to the meddling of the Federal Reserve and other central bankers, there are new currency wars breaking out all the time across the globe. This is a way to turn the tables on the central bankers.

What is a powerful, tangible or visual metaphor (or name) to describe this opportunity?

As a system with an acronym - IMPACT... "International Monetary Policy Analysis and Currency Trading"

What makes this different than any other offers in the related broad category?

You can make 1000% or more investing in currency swings... without having to touch Forex trading or stocks, bonds or other traditional investments.

What is the most compelling product feature (or reason why) the promised outcome is near inevitable, and can you invent a name for this mechanism?

Jim already invented the concept of Currency Wars, which explains where these trading opportunities come from. Also, Jim's systems he developed for the CIA (based on Bayesian analysis, complexity theory, etc.) would have predicted 9-11 and other terrorist attacks.

Example #3:

Americans Now *Legally* "Piggybacking"

"Canadian Social Security"

... And Collecting Extra Monthly Checks From \$400 to \$4,700

What is the product?

Lifetime Income Report (front-end)

Who is the editor or personality behind the offer?

Zach Scheidt.

What is the actual investment(s) or strategy, and/or premium set?

Investing in blue-chip stocks for dividend reinvestment.

What is the broadest category you can compare this opportunity to?

Income generation

What is the most compelling thing about the editor/personality that conveys instant credibility?

In the past, Zach worked at a hedge fund helping "high net worth" clients generate income from their multimillion-dollar accounts.

Who else has used this investment/strategy, or a similar related situation, that you can use for instant credibility?

The Canadian Pension Program, which is their version of social security.

What is your most compelling historical proof this investment/strategy will make a lot of money, fast?

There are many examples of regular people who made money by dividend reinvestment, including the copywriter's own grandmother.

What is the most extreme but believable money making promise can you make?

Collect monthly checks from \$400 to \$4,7000.

Why do does the reader need to act now? Is there a catalyst you can find with real dates? What urgent problem does your offer solve?

The US social security could collapse at any time... so generating your own income is essential if you want a comfortable retirement. This is a way to generate income similar to Canada's "social security" system, which unlike the USA, is a safe and stable pension program.

What is a powerful, tangible or visual metaphor (or name) to describe this opportunity?

"Canadian Social Security"

What makes this different than any other offers in the related broad category?

Canada has a much more stable system than US social security, which is where most retirees collect their monthly income.

What is the most compelling product feature (or reason why) the promised outcome is near inevitable, and can you invent a name for this mechanism?

Using Zach's strategy, you can "piggyback" on the same strategy as "Canadian Social Security"

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APPEAL-O-METER®

