

BLICK CREATIVE RESOURCES



Exercise 2

Getting to Know
Your Creative Idea



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01. Introduction

Before launching your creative idea, project or business it's important to have a clear understanding of your creative idea. What problem you are solving, what your solution to that problem is, why your idea will appeal to your audience and how you can get them to find out about it. If it's a business you will need to know how you will make money (what your business model is), how big your target market is, who your competitors will be, why your idea will be different/better and how you will actually get your product or service to market. How customers will find you and how you will get your product or service to them. This exercise is just to get you to start thinking about your idea and getting your ideas down on paper.

02. What is your creative idea?

Exercise 2

Getting to Know Your Creative Idea

03. What is your vision for your creative idea?

04. What makes your idea different or unique?

Exercise 2

Getting to Know Your Creative Idea

05. Who do you think will buy your products or services?

06. Why do you think they will buy your products or services?

Exercise 2

Getting to Know Your Creative Idea

07. How do you plan to reach these people?

08. Notes, ideas, tasks and goals?
