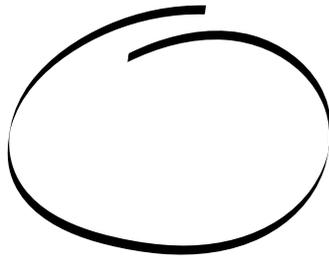


Brainstorming Banana Peels



Consider word, concept, or themes that tie into your topic.

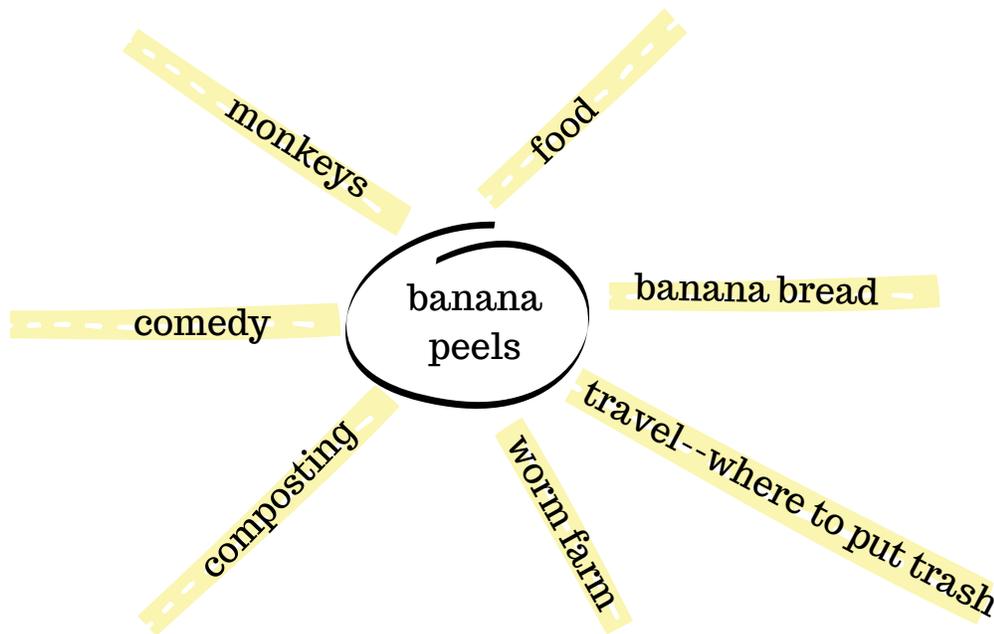


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For each spoke think of one or two sub-categories.

Let's pick

WORM FARM



Brainstorming Banana Peels

-WORM FARM -



- care and feeding of worms
- build a worm farm from scratch
- start a worm farm business
- worm casings



Think of who would be interested in each of those sub-categories.

This is actually brainstorming your audience. You have to know what editorial staffs are looking for.

- What publications are being read by your target audience?

This includes **SIDEBARS**.

What is a sidebar? So glad you asked!

It is a short article in a newspaper or magazine, typically boxed, placed alongside a main article, and containing additional or explanatory material.

Editors love having stories that have a sidebar. It is usually information.



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Connecting the dots might mean casting a wider net. Consider word, concept, or themes that tie into your topic. Write down whatever comes to mind. There are NO wrong answers.



For each spoke think of one or two sub-categories. Think of who would be interested in each of those sub-categories.



This is actually brainstorming your audience. You have to know what editorial staffs are looking for.

- WORM FARM -

- Worm casings
 - ~ Small space gardeners ~
- care and feeding of worms
 - ~ environmental awareness ~
 - ~ composting banana peels ~
- build a worm farm from scratch
 - ~ science fair project ~
 - ~ educational ~
- start a worm farm business
 - ~ teach entrepreneurial skills
 - ~ fill a need in the market ~

Research where your audience is getting their information.



Brainstorming Banana Peels



Where to start?



Read books or listen to podcasts about brainstorming, or from people who have tapped into the creative brainstorming process and have great results.

- *Hatch* ~ C. McNair Wilson
- Brene Brown's Ted Talk on vulnerability
https://www.ted.com/speakers/brene_brown



Bounce your ideas off your writers group, mastermind cluster, or close friends.



Invite people you trust over for a brainstorming party. Make sure to have plenty of fun snacks..ok, that part is optional. Kind of option.



Hire a consultant to help you with the creative process and provide you with specific direction and action points for your project.

Not sure who to trust? Well, maybe we can work together!

I am available for taking appointments and would love to help you launch your project.



Feel free to email me at marci@marciseither.com



Brainstorm Brilliance
Launch Your Creativity

Creativity is
intelligence
having fun.

ALBERT EINSTEIN

