

# CHAPTER 1

## How to Brainstorm Like a Boss (but not your boss)

- 🎥 **LET IT ALL OUT** - Get all of your ideas out of your head in a judgement-free space
- 🎥 **BREAK IT DOWN** - Follow the thread to your big idea
- 🎥 **FIND YOUR WHY** - Get clear on why this will change the world
- 🎥 **MAP IT OUT** - Make your idea simple & impactful ★

# LET IT ALL OUT

Get all of your ideas out of your head in a judgement-free space

*This lesson has a video filled with information created just for you.*

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**You are a collection of stories.** You are made up of a lifetime of information and experiences. Everything that's happened to you in your lifetime makes up who you are and what you know. Your experiences come together differently than anyone else - because they're not you.

I know, I know - you've heard "You are a unique snowflake" your whole life. Blah blah blah. But wait... You actually are. No one has put together the information you have in the way you've put it together. So, let's start there. You're amazing. And I want to know what you know. So, let's get that together.

Your IP (Intellectual Property) is the set of stories and information you've been collecting your whole life and how you interpret it, combine it, and share it.

**NOT ALLOWED: Stealing.** *Just because you heard something from a speaker or watched a video or sat through a workshop doesn't mean the information you learned is something you can take and use as your own. You can't take their quotes and rebrand them as your own. You have to give attribution (add their name) to anything you're using if it belongs to someone else. If you have a totally different interpretation or your own words, or a new combo, all yours. I won't tolerate stealing.*

Phew! Now that we got THAT out of the way.

## CHALLENGE: CATALOG YOUR IP

Let's begin cataloging your stories. Think of things you remember as a child, stories others have told you, information you've been collecting, books you've read, podcasts you've listened to, classes you've taken. Now throw it all down here (or on a big white board). We've added a few extra pages here so you could scribble all over these. Use sticky notes, add photos, whatever you can find. You're jogging your memory here - just remember it may take some time.

**1 Information others ask you about.**

- a** Your friends ask you about it.
- b** Your coworkers come to you for it.
- c** Your boss hired you for it.
- d** You share it on your social media.
- e** You read it, listen to it, learn more about it.

**2 Ask your family & friends for stories.**

- a** Call your grandma.
- b** Text you brother.
- c** Call your high school sweetheart.
- d** Take your girlfriends out for drinks.

**3 Find childhood photos.**

- a** Go through photo albums.
- b** Find images of yourself doing silly things.
- c** Snap pictures of your old photos.
- d** Snag photos of your own kids and grandkids.
- e** Find the stories behind the photos that catch your attention.

**4 Grab your old notebooks.**

- a** Go through journals from high school.
- b** Look through your piles of notes.
- c** Find the themes & circle them
- d** Highlight proud moments or sad ones.
- e** Write down your ideas from the feelings these bring up.

**5 Look through your favorite books.**

- a** Read through your Kindle book titles.
- b** Look next to your bed or in your bookshelf for what you've read.
- c** Look on your desk at work for business books.
- d** Go through the books you read for fun.
- e** Ask yourself what you've learned from these books.

**6 Look through conference booklets.**

- a** Note the places you wrote your thoughts.
- b** As you flip through, notice what stands out again.
- c** Find your notes from these conferences & why they mattered then.

**7 Check out your old textbooks.**

- a** Write down why these were your favorite subjects.
- b** Find case studies and stories in them you could use for research of new ones.

**8 Go through your podcast subscriptions.**

- a** Find the common thread through what you're learning.
- b** Get a sense for the podcast styles you enjoy the most.
- c** Note what interview/engagement style works best for you.

**9 Check out the saved links on Facebook or in your browser.**

- a** Take note of what blog posts or news articles interest you.
- b** Read through the titles you enjoyed the most.
- c** Ask yourself why you saved these particular posts.

**10 Stories others have told you.**

- a** Check your Facebook messenger.
- b** Search through your email.
- c** Look in your pile of mail to find their handwritten note.
- d** Remember how someone shared a story about something important to them.

**11 Anywhere else you take in information.**

- a** Look through your apps & messages.

# SCRIBBLE PAD

**Add your notes, ideas, stories, and thoughts here in random order.  
No edits needed.**

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# STORY BUCKETS

Now that you've jotted down notes, let's put them into 3 buckets.

PERSONAL

FAMILY

FRIENDS

**START STORY STORAGE:** Every time you keep a story, content you want to remember, a testimonial, a love note, whatever someone gives you - create a place for it. Evernote is fantastic, or even just Notes on your phone.

We've included a folder in this workbook for you to keep any extra scraps of paper, ideas, stories, stickies - you can put it all there!

Now, write down what you know.

# BREAK IT DOWN

Follow the thread to your big idea

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*This step can be done every time you write a new talk. If you keep a record of stories people tell you and information you pick up (previous step), it will help you go back and find the next big idea. Make sure you start your Story Storage.*

Go back to your brainstorm and look to see if there's a meaningful thread through all of it. Circle stories or ideas that stand out, draw lines between ideas, find the information you share on a daily basis or that people come to you for and write out more of it.

## WHAT'S YOUR THREAD?

|           |  |  |
|-----------|--|--|
| <b>1.</b> | <b>What do you know a LOT about?</b>   |  |
| <b>2.</b> | <b>What are you REALLY good at? (brag on yourself)</b>   |  |
| <b>3.</b> | <b>What stories do you have that fit what you know about?</b>                                      |  |
| <b>4.</b> | <b>If you had to teach me something right now, what could you share (without using any notes)?</b> |  |

A. If you already know what you're going to be talking about, how do these stories fit? *(answer & skip to the next page)*

B. If you have NO idea what you want to share, answer these questions:

|           |   |  |
|-----------|---|--|
| <b>1.</b> | <b>What do you see as the thread through all the info you brainstormed?</b> |  |
| <b>2.</b> | <b>What are the stories that stand out the most?</b>                        |  |
| <b>3.</b> | <b>What ties those stories together?</b>                                    |  |
| <b>4.</b> | <b>What do you know that you teach on this subject?</b>                     |  |

**NOT READY YET?** *If you're having a tough time with this, post a note in the Community with a specific question and let us help you figure out your thread. (Sometimes it takes outside input to help us not overthink it.)*

## WHAT'S YOUR NICHE?

Your niche is the topic very few people could share the way you do. Maybe your topic is sports (which is a topic a lot of people share), but you know EVERYTHING about badminton from the history and technique to how to win a game. Maybe you won a badminton championship and you've interviewed every badminton professional who ever lived. You know more than anyone else about badminton. Become the badminton king.

**What do you want to be known for?** Tell us about the specific thing you know in your broader industry.

|   |  |
|---|--|
| <b>1.</b> What's your NICHE?  |  |
| <b>2.</b> WHY DO YOU LOVE THIS? Share what gets you excited about this niche. |  |

|  |  |  |
|--|--|--|
| <p><b>3. CREATE BOXES:</b><br/>Put the stories you have about this topic (from the brainstorm session) into boxes.</p> |  |  |
| <p><b>4. CHOOSE THE TOPIC:</b> Inside the niche, there's a specific topic you can share. Write it here.</p>            |  |  |

## WHAT'S YOUR METHODOLOGY?

Once you've figured out the thread you want to follow, let's think about how you're going to teach and share that information. Your **Methodology** is the method to help others learn what you're teaching - simply.

**MY METHODOLOGY:** As I was putting together The DISH Method (Data, Impact, Story, Humans), I was noticing that there was a thread through every talk I loved, every talk I gave, and how humans responded. I wanted an easy way for people to remember it, so I gave each step a simple word and then made a word out of it. It took a lot longer than one little brainstorming session, but it helped me in all of the talks I built and then I was able to teach it. Check out [www.DISHmethod.com](http://www.DISHmethod.com) to see that methodology in action.

If you have to get everything you know down to 4 simple steps (or less), write those here. No need for editing, just write down your steps. Give yourself some room - they don't even have to be in order - yet.

STEP 1

STEP 2

### STEP 3

### STEP 4

**NOT SURE YET?** Don't forget that you can post your thoughts in the Community and let us help you.

**PEP TALK:** Most of us know what we know, but we aren't sure if other people need (or want) to hear it. They do. As long as it's relevant, helpful, and new. Look around you - you probably have a lot of friends or know a lot of people like you. Just because you know something, doesn't mean they do. I know a LOT of coaches in all sorts of coaching fields, so when a friend came to me asking if I knew a coach, I was surprised she didn't. They're in my circle, not hers. I know people she doesn't know. I have also heard of a lot of information she hasn't. You are relevant - we just have to find you the right audience. It's easier than you think.

# DIVE DEEPER

Mel Robbins

Watch the excerpt of Mel's talk in the course:

## HOW TO BEAT SELF-DOUBT IN 5 SECONDS

Scribble all your notes below.

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Mel Robbins had her breakthrough moment & created her big idea while watching a rocket launch.

Watch Mel Robbins deliver how she came up with The 5 Second Rule.

Inspiration is everywhere. It's up to YOU to be ready for it when it hits.

**NOTES:**

# FIND YOUR WHY

Get clear on why this will change the world

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Now that you've got your stories, your niche, and an outline of your methodology, let's get all of this under an umbrella - a big idea. This will help focus your talk and may even eliminate a lot of what you've dumped out - things you can use for other talks later. Think about your big idea as one piece of all your knowledge.

Simon Sinek's one big idea is **Start With Why ([www.startwithwhy.com](http://www.startwithwhy.com))**. It's a simple concept and a methodology that changes people's minds about what they do for a living, how they do their work, and why they're here.

Melanie's example: I'm a brand strategist. I have one big idea that everyone should know their own personal brand and rock the life they're given. It's part of my expertise, but it's just one part of it. I could talk about marketing, business branding, hiring, or selling, and I can use those topics in 4 other talks with big ideas for each of them (which I do). This one talk is about personal branding and the idea that we have a choice between a miserable life and a beautiful one. Everything that fits under that big idea umbrella goes into that talk.

You have all sorts of knowledge. You could share a TON on whatever big idea you have. But the simpler you can get it, like Mel Robbins, the easier your audience can grasp it.

# HOW WILL THIS IDEA CHANGE THE WORLD?

Take a first stab at this and see if you can get as much of your big idea out on paper. Remember, you don't have to get it right the first time. Write the first things that come to mind so you can keep getting clearer. We all have to start somewhere.

|           |  |                        |
|-----------|--|------------------------|
| <b>1.</b> | <b>What is your one big idea?</b><br><br><i>Example: I want people to know they have a choice to live a beautiful life or a miserable one.</i>                           | I want people to know: |
| <b>2.</b> | <b>How is this big idea going to change everyone's mind?</b><br><br><i>Example: They will want to know their own personal brand, their purpose, and start living it.</i> | They will:             |

|   |                   |
|---|-------------------|
| <p><b>3. What do you want them to do with your big idea after your talk is over?</b></p> <p><i>Example: They will start making decisions (because it's up to them) that give them the beautiful life they want to lead.</i></p>   | <p>They will:</p> |
| <p><b>4. Why is this big idea important or necessary to share?</b></p> <p><i>Example: It pains me to know how many people are living beige lives. I want to remind them their lives can be filled with color &amp; purpose - and that it's their decision to live a purpose-filled life. Which, at the end of the day, will give back to so many others causing a ripple effect across the world.</i></p> |                   |

Now that you have notes for your big idea, let's start thinking about the bigger impact you're going to make. It's important to think about how you'd like your audience to feel while also knowing what specific action you want them to take at the end of hearing your big idea. Not just for themselves, but also for you.

**WHAT ARE FEELINGS?** Whenever I've asked someone to share how they want their audience to feel during their talk, they tend to say action-oriented words instead of feelings. It takes me back to that time when my therapist asked me how I felt about something that had happened to me. I couldn't come up with one feeling word so she slid over a laminated sheet of feeling words across the table to me. In case you can't think of feeling words, check out our lists on the next two pages.

# SCRIBBLE PAD

**Add your notes, ideas, stories, and thoughts here in random order.  
No edits needed.**

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# FEELINGS

## PLEASANT FEELINGS

| OPEN  | HAPPY  | ALIVE  | GOOD  |
|---|--|--|---|
| <p> <b>understanding</b><br/> <b>confident</b><br/> <b>reliable</b><br/> <b>easy</b><br/> <b>amazed</b><br/> <b>free</b><br/> <b>sympathetic</b><br/> <b>interested</b><br/> <b>satisfied</b><br/> <b>receptive</b><br/> <b>accepting</b><br/> <b>kind</b> </p> | <p> <b>great</b><br/> <b>gay</b><br/> <b>joyous</b><br/> <b>lucky</b><br/> <b>fortunate</b><br/> <b>delighted</b><br/> <b>overjoyed</b><br/> <b>gleeful</b><br/> <b>thankful</b><br/> <b>important</b><br/> <b>festive</b><br/> <b>ecstatic</b><br/> <b>satisfied</b><br/> <b>glad</b><br/> <b>cheerful</b><br/> <b>sunny</b><br/> <b>merry</b><br/> <b>elated</b><br/> <b>jubilant</b> </p> | <p> <b>playful</b><br/> <b>courageous</b><br/> <b>energetic</b><br/> <b>liberated</b><br/> <b>optimistic</b><br/> <b>provocative</b><br/> <b>impulsive</b><br/> <b>free</b><br/> <b>frisky</b><br/> <b>animated</b><br/> <b>spirited</b><br/> <b>thrilled</b><br/> <b>wonderful</b> </p> | <p> <b>calm</b><br/> <b>peaceful</b><br/> <b>at ease</b><br/> <b>comfortable</b><br/> <b>pleased</b><br/> <b>encouraged</b><br/> <b>clever</b><br/> <b>surprised</b><br/> <b>content</b><br/> <b>quiet</b><br/> <b>certain</b><br/> <b>relaxed</b><br/> <b>serene</b><br/> <b>free and easy</b><br/> <b>bright</b><br/> <b>blessed</b><br/> <b>reassured</b> </p> |

| LOVE  | INTERESTED   | POSITIVE   | STRONG   |
|---|--|--|--|
| <p> <b>loving</b><br/> <b>considerate</b><br/> <b>affectionate</b><br/> <b>sensitive</b><br/> <b>tender</b><br/> <b>devoted</b><br/> <b>attracted</b><br/> <b>passionate</b><br/> <b>admiration</b><br/> <b>warm</b><br/> <b>touched</b><br/> <b>sympathy</b><br/> <b>close</b><br/> <b>loved</b><br/> <b>comforted</b><br/> <b>drawn toward</b> </p> | <p> <b>concerned</b><br/> <b>affected</b><br/> <b>fascinated</b><br/> <b>intrigued</b><br/> <b>absorbed</b><br/> <b>inquisitive</b><br/> <b>nosy</b><br/> <b>snoopy</b><br/> <b>engrossed</b><br/> <b>curious</b> </p> | <p> <b>eager</b><br/> <b>keen</b><br/> <b>earnest</b><br/> <b>intent</b><br/> <b>anxious</b><br/> <b>inspired</b><br/> <b>determined</b><br/> <b>excited</b><br/> <b>enthusiastic</b><br/> <b>bold</b><br/> <b>brave</b><br/> <b>daring</b><br/> <b>challenged</b><br/> <b>optimistic</b><br/> <b>re-enforced</b><br/> <b>confident</b><br/> <b>hopeful</b> </p> | <p> <b>impulsive</b><br/> <b>free</b><br/> <b>sure</b><br/> <b>certain</b><br/> <b>rebellious</b><br/> <b>unique</b><br/> <b>dynamic</b><br/> <b>tenacious</b><br/> <b>hardy</b><br/> <b>secure</b> </p> |

# FEELINGS

## DIFFICULT/UNPLEASANT FEELINGS

| ANGRY   | DEPRESSED   | CONFUSED  | HELPLESS   |
|---|---|---|--|
| irritated<br>enraged<br>hostile<br>insulting<br>sore<br>annoyed<br>upset<br>hateful<br>unpleasant<br>offensive<br>bitter<br>aggressive<br>resentful<br>inflamed<br>provoked<br>incensed<br>infuriated<br>cross<br>worked up<br>boiling<br>fuming<br>indignant | lousy<br>disappointed<br>discouraged<br>ashamed<br>powerless<br>diminished<br>guilty<br>dissatisfied<br>miserable<br>detestable<br>repugnant<br>despicable<br>disgusting<br>abominable<br>terrible<br>in despair<br>sulky<br>bad<br>a sense of loss | upset<br>doubtful<br>uncertain<br>indecisive<br>perplexed<br>embarrassed<br>hesitant<br>shy<br>stupefied<br>disillusioned<br>unbelieving<br>skeptical<br>distrustful<br>misgiving<br>lost<br>unsure<br>uneasy<br>pessimistic<br>tense | incapable<br>alone<br>paralyzed<br>fatigued<br>useless<br>inferior<br>vulnerable<br>empty<br>forced<br>hesitant<br>despair<br>frustrated<br>distressed<br>woeful<br>pathetic<br>tragic<br>in a stew<br>dominated |

| INDIFFERENT  | AFRAID  | HURT  | SAD  |
|--|---|---|--|
| insensitive<br>dull<br>nonchalant<br>neutral<br>reserved<br>weary<br>bored<br>preoccupied<br>cold<br>disinterested<br>lifeless | fearful<br>terrified<br>suspicious<br>anxious<br>alarmed<br>panic<br>nervous<br>scared<br>worried<br>frightened<br>timid<br>shaky<br>restless<br>doubtful<br>threatened<br>cowardly<br>quaking<br>menaced<br>wary | crushed<br>tormented<br>deprived<br>pained<br>tortured<br>dejected<br>rejected<br>injured<br>offended<br>afflicted<br>aching<br>victimized<br>heartbroken<br>agonized<br>appalled<br>humiliated<br>wronged<br>alienated | tearful<br>sorrowful<br>pained<br>grief<br>anguish<br>desolate<br>desperate<br>pessimistic<br>unhappy<br>lonely<br>grieved<br>mournful<br>dismayed |

## WHAT'S THE IMPACT OF YOUR BIG IDEA?

You're giving the audience a lot of yourself up on that stage, so, let's figure out what you want them to give you back. Do you want them to hire you? Do you want them to give you funding? Or maybe you want them to join your club? Be specific, go big, find clarity and see what comes out as you answer the following questions. It may change how you craft your talk.

|           |   |  |
|-----------|---|--|
| <b>5.</b> | <b>If they only remember ONE PIECE of information from your talk, what would it be?</b>   |  |
| <b>6.</b> | <b>A. How do you want them to FEEL when they are clapping after you finish your talk?</b> |  |
|           | <b>B. Why do you want them to feel that way?</b>  |  |

|           |  |  |
|-----------|--|--|
| <b>7.</b> | <b>As they're listening, what would you like them to tweet or write in their notebook?</b> |  |
| <b>8.</b> | <b>How will this change their life, career, business, etc?</b>                             |  |
| <b>9.</b> | <b>What do YOU get out of sharing this?</b>  |  |

## HOW CLEAR CAN YOU GET?

Now, let's go back & clarify Questions 1-4 from the beginning of this section. You can do this part over and over again until you get to the clearest reason, but make sure you get clear before you move on.

|           |  |  |
|-----------|--|--|
| <b>1.</b> | <b>What is your one big idea?</b>  |  |
| <b>2.</b> | <b>How is this big idea going to change everyone's mind?</b>                   |  |
| <b>3.</b> | <b>What do you want them to do with your big idea after your talk is over?</b> |  |
| <b>4.</b> | <b>Why is this big idea important or necessary to share?</b>                   |  |

**Be a kid:** Kids love to find out why things are the way they are. Asking yourself numerous times WHY you want to give a talk will typically help you get all the way down to the root of the real reason. Some people want to share big ideas because of experiences they've had so others don't have to go through the same experiences. Others want to share because it's their expertise and they believe others could benefit from their knowledge. Still others have big ideas with no real reason for sharing - so they have to keep brainstorming.

Keep drilling down to the WHY of your big idea and make sure it's going to cause an impact on the audience you want to share. Do this exercise a few times (especially answering Questions 1-4) until you can convince yourself you've got a solid big idea.

**WONDERING IF YOUR BIG IDEA WORKS?** *This is why we have the Community. Post a note with a specific question or set of answers to help us understand. We're here for you.*

# DIVE DEEPER

Simon Sinek

Watch the excerpt of Simon's talk in the course:

## HOW GREAT LEADERS INSPIRE ACTION

Scribble all your notes below.

---

Simon Sinek shared his methodology of Start With Why at TEDxPuget Sound. He talked about how most salespeople are starting with what they offer or how they do it and not getting to the why or waiting until it's too late to uncover it.

His method of starting with why explains how we have to get to the heart of people and their feelings before we can explain the what and the how. He calls this the Golden Circle.

Check out the clip in the course to see how he describes it, then see how you can apply this idea to your own methodology.

### **NOTES:**

# MAP IT OUT

Make your idea simple & impactful

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We're getting closer! Mapping out your big idea will help you start putting your talk together. You may also start noticing you could probably give a workshop, webinar, workbook, blog post, video series, or build a course around it. (I have a big imagination and huge dreams as well, so I totally get it.) If those ideas come to you, jot them down separately so we can stick to the simplest version first. I'm ALWAYS reigning in my ideas. I want to give everyone everything, but it ends up creating a firehose effect. No audience wants to be firehosed, so make sure you write down your big awesome thoughts so you don't forget them. Keep this simple.

Now that you have your big idea, let's simplify it.

|    |  |  |
|----|--|--|
| 1. | <b>PICK YOUR TOPIC:</b><br><b>What is your topic?</b>                                    |  |
| 2. | <b>SIMPLIFY YOUR TOPIC:</b> Let's simplify it. Explain your topic in the simplest terms. |  |

**3.**

**WRITE BULLET POINTS:** Write down the steps or parts for someone to learn about your topic. Keep it high level - 5 points or less. What do they need to know in order to understand your topic.

**Point 1:**

**Point 2:**

**Point 3:**

**Point 4:**

**Point 5:**