

Think Like a Marketer

Lesson 2: Brainstorming

BROUGHT TO YOU BY:



WHY YOU NEED TO BRAINSTORM

- Solve a problem
- Ex. writer's block, pitching a brand for sponsorship, driving readers to your blog

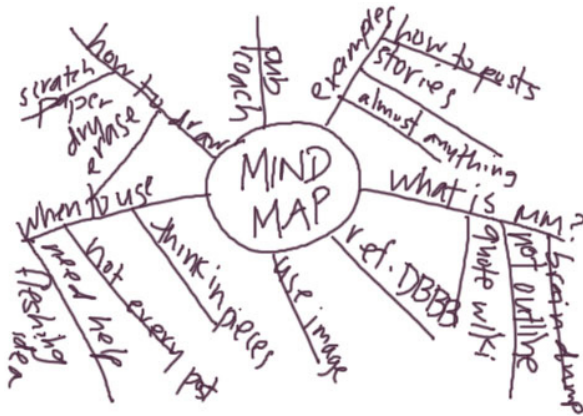
THINGS YOU SHOULD KNOW BEFOREHAND

- You aren't creating an outline
- You don't have to be the "creative type"
- Turn off your self-censor; let ideas flow freely

HOW TO BRAINSTORM

- Gather the right supplies- paper, colored markers, etc.
- Anchor yourself- what problem am I trying to solve?
- Just start- answer the 5W and H, research online, flip through a magazine
- Go as long as you can- Don't pressure yourself

Example of a mindmap used in brainstorming



WHAT TO DO WITH YOUR IDEAS

- Step away and take a break
- Weed out the bad ideas
- Shelve the "meh" ideas
- Start rockin' the awesome ideas

BRAIN
STORMING
SOLVES
A PROBLEM

extra credit reading

All Momcomm this time!
[Seven Tricks to Boost Your Creativity](#)

[The Secret to a Gazillion Blog Post Ideas](#)

[How to Mind Map for Better Blog Writing](#)

LESSON WORK

- Understand why brainstorming is important.
- Try a brainstorming exercise to solve a blog problem.
- Sort your resulting ideas into bad, meh and good.
- Be fabulous. (Look, you have one done already!)

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